



Beijing Foreign Studies University|
教育部 - 出国人员培训部

i Based on 《公共演讲的艺术》（第7版），乔治·L·格赖斯、约翰·F·斯金纳 著，中国人民大学出版社，2012年。

Public Speaking

Unit 8, Lesson 2 Strategies to Improve your Persuasive Skills

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Lesson 2

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What is Speaker Credibility?

Main Point: Credibility = The audience's trust in YOU.

Who would you trust to give good study advice?

A student who is known for always doing homework on time

Your credibility
你的信誉

Being right
仅仅占理

A student who is known for always being late and missing deadlines





Unit 8



Stages of Credibility

Initial Credibility: Before You Speak



If you are a stranger, people judge by your **appearance**, group identity (e.g., “I am a **cosplayer**”), your profession, or major

Derived Credibility: While You Speak



How to lose it:

- ✗ Reading only from notes.
- ✗ Looking nervous or unprepared.

Terminal Credibility: After You Speak



If you **did poorly**, you must **work harder** next time to rebuild trust.



The 3 Components of High Credibility

To be persuasive, you must look like you have these 3 things:

- **Competence** (You know your stuff)
- **Trustworthiness** (You are honest and fair, not biased)
- **Dynamism** (You are energetic and care)

How can you improve these three areas? Let's see



How to Show Competence (You Know Your Topic)



Strategy:

- **Research deeply.** Don't just read one Baidu article. Read 3-4.
- **Cite your sources.** Say, "According to a 2023 study in the journal Nature..."
- **Show personal experience.** "As a part-time intern at a tech company, I saw that..."

Example:

*"Don't just take my word for it. Let's look at **Tongji University in Shanghai**. In 2018, they introduced a '**small portion, half price**' system in their canteens. Within one year, they reduced food waste by over **37%**, and students saved money. If Tongji can do it, why can't our university do the same?"*



Quick Competence Quiz

Who would you trust to give you advice on how to start your own company?



A



B



C



How to Show Trustworthiness (You Are Fair)

Strategy:

Be honest and find common ground.

•Two rules:

- **Establish common identity.** Say “**We**” and “**Us**.” *“Like you, I am also worried about exam stress...”*
- **Show both sides.** Don’t just attack the opponent. Say, *“Some people believe X, but here is why Y is better.”*





How to Show Dynamism (Energy & Care)

Main Point: Don't be boring!

What to do:

- Speak with energy (not too quiet or too fast).
- Use hand gestures.
- Make eye contact (don't just read your PPT).
- Show you care about your audience's problems.

• **Remember:** If you look bored, the audience will be bored. If you look passionate, they will listen.





Focus Your Goals: Start Small

- **The Big Mistake:** Trying to change everything in 5 minutes.



- **Bad Goal (too big):** “Stop all pollution in China.”



- **Good Goal (small & logical):** “Persuade our class to sort plastic bottles into the recycling bin for one week.”

Principle: Small changes lead to big changes. Don't try to win the war in one speech.



Connect with Your Listeners (Common Ground)

Main Point: We trust people who are like us.

Example:

"Two years ago, I sat where you sit now, drinking Luckin coffee and worrying about my IELTS exam. To be honest, I felt just as nervous as some of you might feel today."

Why this works: It bridges the gap between “speaker” and “audience.”





Practical Persuasion Principles for Your Speech



Use these 4 strategies:

- 1. Assume they lack info.** Share a new fact
e.g., “Did you know 80% of students don’t know how to use the library database?”.
- 2. Show importance.** Explain why the topic matters *to them* (grades, money, health).
- 3. Motivate them.** Connect your request to their needs (e.g., saving time, getting better sleep).
- 4. Match their values.** If they value “hard work,” don’t ask for “shortcuts.”



Organize Your Arguments

Where to put your strongest point?

If the audience disagrees with you → Put **strongest** argument **FIRST** (to catch their attention early).

If the audience already agrees with you → Put **strongest** argument **LAST** (to end with power).



Golden Rule: Never hide your best point in the middle. It will get lost.



Use Emotion (Pathos) + Logic (Logos)



Truth: The best speeches use BOTH logic and emotion.

•**Safe emotions to use in class:**

- Anger at unfairness (e.g., cheating in exams).
- Hope for a better future (e.g., green energy).
- Fear of real consequences (e.g., smoking on campus).



•**Example:** Don't just say "Pollution is bad" (logic).

Say "Imagine your little brother or sister having to wear a mask to play outside." (emotion).



Let's check what you learnt:



Persuasive Speech: Credibility & Audience

Core Concepts Quiz

Based on credibility stages, components, audience analysis & persuasion principles (B1/B2 level)

sdsd

BA02

15 questions • Score 0-100

Q1 What is 'initial credibility'?

- ☐ A) The trust you build while speaking
- ☐ B) Your reputation or image before you start speaking
- ☐ C) The audience's memory after your speech
- ☐ D) How dynamic your delivery is

Answer not submitted yet.

Q2 Which stage of credibility is developed DURING your speech through eye contact, confidence and arguments?

- ☐ A) Terminal credibility
- ☐ B) Derived credibility
- ☐ C) Initial credibility
- ☐ D) Emotional credibility





Shark Tank



Let's continue presenting our business ideas to the class trying to apply what we have learnt about **persuasion** in class today:

**Review the information about
your chosen idea:**





Unit 8



Shark Tank

Reusable Water Bottle with Filter

Product: EcoFilter Bottle

The Problem:

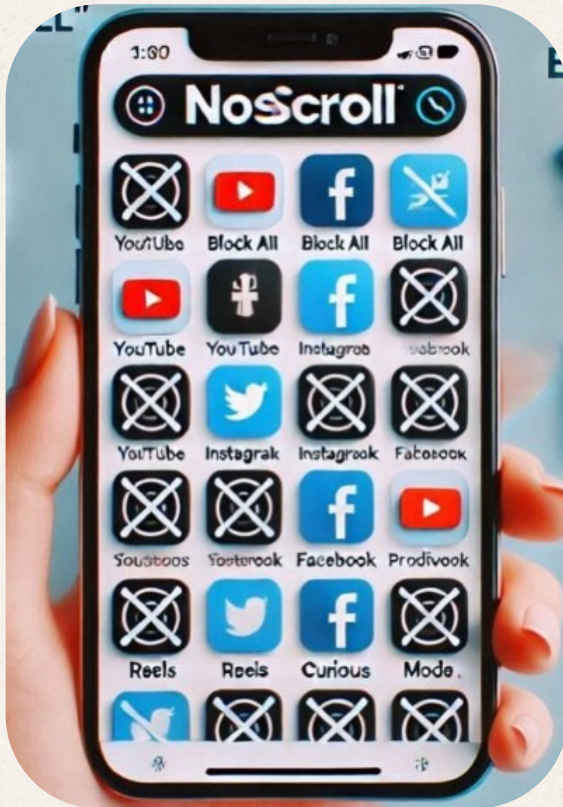
70% of students buy plastic water bottles every week. Most are not recycled. These bottles take hundreds of years to break down.

The Data:

- One plastic bottle takes 500 years to break down in nature
- This bottle filters tap water and costs 50 yuan
- One reusable bottle saves 200 plastic bottles per year



Unit 8



Shark Tank

App to Reduce Scrolling

Product: FocusLock App

The Problem:

College students check their phones over 100 times per day. Many spend 4-6 hours scrolling on social media. This affects sleep, grades, and focus.

The Data:

- The app locks selected apps (WeChat, Douyin, Bilibili) after 2 hours of daily use
- Users report 40% more study time
- Free to download, no ads
- Optional: unlock apps between 8 PM and 10 PM only

Shark Tank

Step-Tracking App with Canteen Rewards

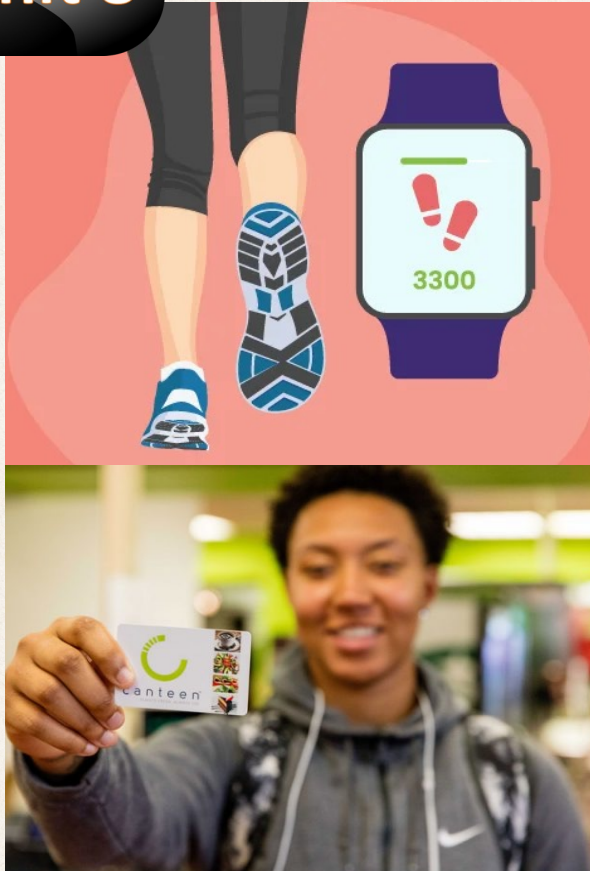
Product: StepEat App

The Problem:

College students sit for 8+ hours per day. Many do not exercise regularly. Back pain, low energy, and poor sleep are common.

The Data:

- The app tracks your daily steps using your phone
- 10,000 steps = 5 yuan credit in the canteen
- Credits are added directly to your campus card
- In a pilot test, students walked 40% more per day





Unit 8



Shark Tank



Noise-Canceling Study Headphones

Product: QuietStudy Headphones

The Problem:

The library is noisy during exam week. People talk, phones ring, chairs move. Many students cannot focus.

The Data:

- Blocks 95% of background noise
- One charge lasts 20 hours (4 full study days)
- Normal price: 300 yuan
- Student discount price: 150 yuan
- Users report 50% faster homework completion



Shark Tank

Weekly 20-Minute Language Exchange

Product: SpeakEasy Campus Pairing

The Problem:

Many Chinese students want to practice English but have no foreign friends. International students want to practice Chinese but feel shy to ask.

The Data:

- Students are paired for 20 minutes per week (10 minutes English, 10 minutes Chinese)
- Meet in the library or canteen
- Free. No teacher. No grade.
- 90% of past participants said their speaking confidence improved



Shark Tank



App to Help Quit Smoking

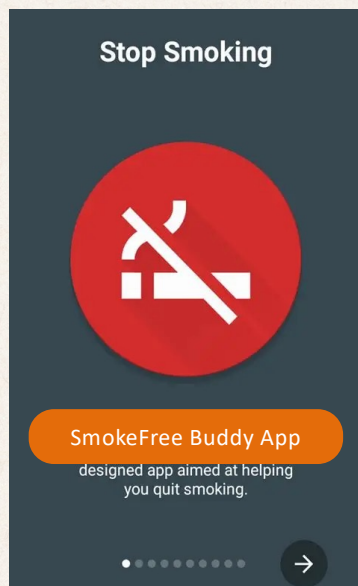
Product: SmokeFree Buddy App

The Problem:

Some college students smoke. They know it is bad for their health, but quitting is very difficult. Many have tried to stop but failed because they had no support.

The Data:

- A pack of cigarettes costs 20-40 yuan per day = 600-1,200 yuan per month
- One year of smoking = 7,000-14,000 yuan (the price of a new laptop or a vacation)
- This app tracks how many days you have not smoked
- It shows you how much money you have saved
- Users can chat with other students trying to quit
- In a study, app users were 3x more likely to quit than people who tried alone





Shark Tank



Plant-Based Monday Campaign

Product: Green Monday at the Canteen

The Problem:

Meat production creates a lot of pollution. It uses more water and land than growing vegetables. Most students do not know this.

The Data:

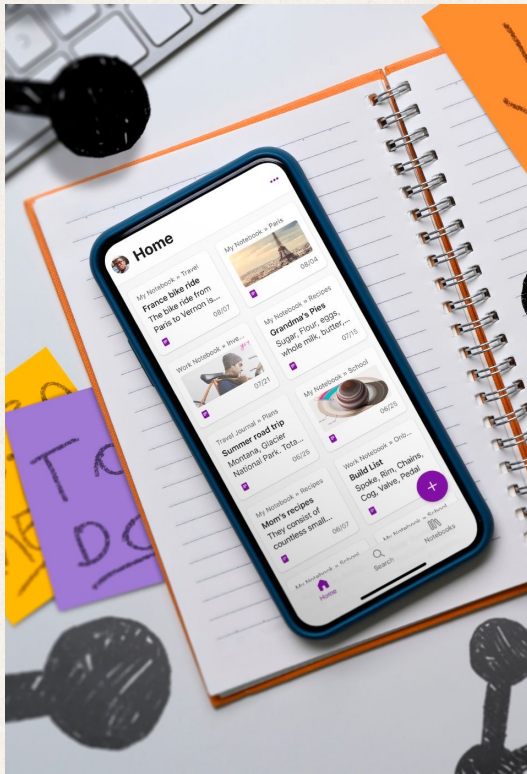
Meat production creates 2x more pollution than vegetable production
One meat-free day per week saves 1,000 liters of water per person per year

The canteen has agreed to offer a special 10-yuan vegetarian meal on Mondays

A similar campaign at another university had 60% student participation



Shark Tank



Digital Note-Sharing Platform

Product: NoteShare Campus Platform

Problem:

When students miss class due to illness, they fall behind. Asking classmates for notes can be awkward. Many students have good notes but no easy way to share them.

The Data:

The platform allows students to upload notes after each class
Students can download notes for any class they miss
Free to use. Upload 1 set of notes = get 5 free downloads
In a pilot with 200 students, 85% said it helped them catch up faster