



Student: _____ Class: _____

Unit 8: Types and Goals of Persuasive Speeches

- I. Listen to three speeches. Identify the speaker's goal and the type of persuasion used. Then fill in the blanks to complete the speech scripts.

	Topic	Goal	Type
Speech A:	Mental health on campus	a. Change a behavior b. Change a belief c. Change a feeling	a. Persuasion to inspire b. Persuasion to actuate c. Persuasion to convince

"When a student breaks their leg, we see the _____. We offer help. But when a student feels anxious or depressed, we see _____. That does not mean the pain is not _____. A study from Tsinghua University found that over _____% of Chinese college students report feeling overwhelming anxiety. Many believe they should just 'work harder' or 'think _____.' But mental illness is not a _____. It is a health condition, just like a broken _____."

	Topic	Goal	Type
Speech B:	Sleep habits	a. Change a behavior b. Change a belief c. Change a feeling	a. Persuasion to inspire b. Persuasion to actuate c. Persuasion to convince

"You feel tired in class. You know you do not sleep _____. So here is what I want you to _____. Tonight, put your _____ on your desk, not next to your bed. Set an alarm for _____ PM. When that alarm rings, close your _____. Turn off the lights. Get into bed. Do not check _____. Do not watch one more _____. Just sleep. Try this for _____ nights."

	Topic	Goal	Type
Speech C:	Village teacher	a. Change a behavior b. Change a belief c. Change a feeling	a. Persuasion to inspire b. Persuasion to actuate c. Persuasion to convince

"In a small village in _____ province, there is a teacher named Mr. Zhang. He has worked in the same mountain school for _____ years. When it rains, the roof _____. When winter comes, there is no _____. But every morning, he walks _____ hours to open the classroom door. He says, 'My students deserve a _____.' Because of him, over two hundred children have left that village to attend _____. None of them forgot his _____."

- II. Watch the short movie clip of Chris Gardner's job interview at the stock market. Identify whether the following speech fragments exemplify the ethos, logos, or pathos of the main character:

Speech excerpt	Ethos	Logos	Pathos
"I wanted to come up with a story that would demonstrate qualities like earnestness, diligence, team playing... And I couldn't think of anything. So the truth is, I was arrested."			
"I'm the type of person — if you ask me a question and I don't know the answer, I'm going to tell you that I don't know."			
"But I know how to find the answer."			
"First in your class in high school?... Yes, sir. How many? Twelve."			
"First in my radar class in the Navy... class of twenty."			
"I was arrested for failure to pay parking tickets."			
"He must have had on some really nice pants."			

- III. Based on what we have learnt today, what is the speaker's main goal when trying to persuade an audience?

- A) To manipulate the audience using any means necessary, including lies or trick
- B) To establish common ground with the audience and tap into shared values
- C) To force the audience to agree through powerful, overwhelming arguments
- D) To ignore the audience's values and focus only on facts and data

- IV. Write a brief definition of **persuasion** summarizing what we have learnt today:
