# TYPES OF SPEECHES

## *Dynamic Presentations* by Amanda Quibell



Please visit the web version of *Dynamic Presentations* (https://ecampusontario.pressbooks.pub/dynamicpresentations/) to access the complete book, watch videos or complete interactive. You may also use the links provided to access video content on the web.

## In this chapter...

# THE POWER OF STORY: THE SECRET INGREDIENT TO MAKING ANY SPEECH MEMORABLE

Photo by Ball Park Brand, used under Unsplash license

*Ideas are not really alive*
*if they are confined to one person's mind.*
*Nancy Duarte, Speech coach and author*

We love stories because they are engaging, they ignite the imagination, and they have the potential to teach us something. You have likely sat around a campfire or the dinner table telling stories? That is because stories are the primary way we understand the world causing Rhetorical scholar Walter Fisher (1985) to call us *homo narrans–storytelling humans.* Not only is storytelling important in conversation, but it is also important to speechmaking. It is no surprise then, that when researchers looked at 500 TED Talks, they found of the TED talks that go viral, 65% included personal stories (Gallo, 2016).

Professional speakers, college students, politicians, business leaders, and teachers are all beginning to understand the benefits of telling stories in speeches. Increasingly, business leaders are encouraged to move away from the old model of sharing the vision and the mission to a new model of telling the story of the business. Academic literature points out that teachers who use stories can help students understand and recall information (Dicks, 2018). For years, politicians have been coached to include a story in their speeches (Dennings, 2005). They do it because it works, and it is bound in science.

In short, people don't pay attention to boring things. The story is one way to engage and help ideas come alive. Cognitive psychologist Daniel Willingham (2009) says, "The human mind seems exquisitely tuned to

understand and remember stories—so much that psychologists sometimes refer to stories as 'psychologically privileged,' meaning that they are treated differently in memory than other types of material."

The goal of public speaking is to plant an idea into the minds of your listeners and the most effective way to accomplish that is through a story. Here are three major principles about storytelling:

1. Stories, when told properly, will ignite both the reason center and the emotion center of your audience's brains making them not only more effective in the moment but also more memorable in long run.
2. Stories activate the little voices in the audience's heads and help them think creatively about problems. This activation encourages audiences to act on the idea as opposed to just being passive listeners.
3. The best way to tell a story is to connect it to a message, offer concrete details, and follow a predetermined plotline.

---

The best way to learn about how to write a good story is to see numerous examples of good stories in action. Watch the numerous videos illustrating how the story is used . This chapter is different from standard textbooks on the subject because it includes more examples than text.  You will only get deep learning if you take the time to watch the video clips!

---

*Tell me the fact and I'll learn.*
*Tell me the truth and I'll believe.*
*But tell me a story and it will live in my heart forever.*
*–Ancient proverb*

---

## Stories Engage the Audience and Make a Point

In under four minutes, Mark Bezos, tells a memorable story. He makes us laugh, allows us to see the situation, and then uses all the emotion and visualization he has created to make a powerful point. A good story draws us in and helps us connect with the person and their idea.

**Watch A life lesson from a volunteer firefighter (4 mins) on TED (https://www.ted.com/talks/mark_bezos_a_life_lesson_from_a_volunteer_firefighter)**

---

*The brain doesn't pay attention to boring things.*
*– John Medina, author of Brain Rules*

---

## Stories Help Ideas Stick

Stories are sticky. A well-told story "sticks" to our brains and attaches to our emotions (Heath & Heath, 2008). A speaker can tell a story in such a way that the audience "sees" the story in their mind's eye and "feels" the emotions of the story. In some situations, an audience may become so involved in the story they "react" by making facial expressions or gasping in surprise. By "seeing the story" and physically reacting to the story, the audience is moved from a passive listener to an active participant.

Think about college teachers you have had who told stories as part of their lectures. Did it help you to listen? Did it help you to learn? Chances are it did. Researchers Kromka and Goodby (2019) put it to the test on one hundred ninety-four undergraduate students. One group listened to a lecture that included a lesson with a story, while others just heard the lesson's key points. Students that heard the narrative had more sustained attention to the lecture and they did better on a test of short-term recall. The stories helped them remember the material, but there was an added benefit. The students who heard the narrative liked the teacher more and were more likely to take another course from the instructor in the future.

Jane Goodall explains how her stories about her time spent with chimpanzees engaged people's interest in greater ways than just information about them (Schrobsdorff, 2021).

"If one wants to change attitudes, you have to reach the heart.
You can reach the heart by telling stories,
not by arguing with people's intellects."
Jane Goodall

**Watch Jane Goodall, a Portrait of Enduring Hope (3 minutes) on Youtube. (https://youtu.be/RzE4Bp0rWXo)**

**Try This**

Consider the connection between ***thinking and doing.***

- Imagine you are looking at the Eiffel tower.
- Think of two words that start with "b."
- Think of two words that start with "p."

- Imagine that I am cutting a lemon in half and then squeezing the juice in a glass.
- Imagine fingernails running down a chalkboard.

When imagining the Eiffel tower, most people's eyes scan up.

When thinking of the words that begin with "b" and "p", most people will mouth the words.

When imagining the lemon, many people will salivate.

When imagining fingernails on a chalkboard, many people will tighten their facial muscles.

We respond physically because a connection exists between our imagination and our physical response. When we say things in our speech that cause a physical response, the audience becomes actively engaged with our talk.

## Stories Help the Audience Become Emotionally Engaged

"Emotions are the condiments of speech," according to speech coach Nancy Duarte (n.d). They add spice and flavor to your talk. Emotions such as passion, vulnerability, excitement, and fear are particularly powerful. Researchers at Ohio State have a word for that sense of being carried away into the world of a story. They call it *transportation.* Their research demonstrated that people can get so immersed in a story they hardly notice the world around them. Audiences can be transported by stories as facts and stories as fiction (Green & Brock, 2000). Narrative transportation theory proposes that when people lose themselves their intentions and attitudes may change to align with the characters in the story. As speakers, our goal should be to help our audience get lost in the story. Sometimes that means telling our own stories, sometimes it means telling the stories of others, and other times telling a hypothetical story.

You've probably heard of an fMRI. It's the machine that measures blood flow to the brain. Scientists used fMRI machines to measure what happened when someone is telling a story and when someone is listening to that story. What they found is exciting. When they compared the speaker's brain to the listener's brains, they noticed the brains were lighting up in the same places (Hasson, et al. 2012). When the speaker described something emotional, the audience was feeling the emotion and the emotional centers of their brains were lighting up. Princeton researcher, Uri Hasson (2012) calls this brain synching, "neural coupling."

Consider a study at Emory University that noticed differences in how brains respond to texture words, "she had a rough day" versus non-texture words "she had a bad day." (Lacey, et al.,2012). The texture words activated sensory parts of the brain. When telling a story, find creative and tactile descriptions to engage your audience.

## Texture words

- He is a smooth talker.
- The logic was fuzzy.
- She is sharp-witted.
- She gave a slick performance.
- She is soft-hearted.

## Non-texture words

- He is persuasive.
- The logic was vague.
- She is quick-witted.
- She gave a stellar performance.
- She is kind-hearted.

Imagine you pull up to a flashing red stoplight at an intersection. Seeing it in your mind activates the visual part of your brain. Now, imagine a loved one giving you a pat on the back. Once you imagine it, your tactile center will light up. This is quite powerful when you think about it. When you hear a story, you don't just hear it, but you *feel it*, *visualize* it, and *simulate* it.

Dopamine, oxytocin, and endorphins are what David Philips calls the "angel's cocktail." He suggests speakers should intentionally create stories to activate each of these hormones. By telling a story in which you build suspense, you increase dopamine which increases focus, memory, and motivation. Telling a story in which the audience can empathize with a character increases oxytocin, the bonding hormone which is known to increase generosity and trust. Finally, making people laugh can activate feel-good endorphins which help people feel more relaxed, more creative, and more focused.

Because of neural coupling (our brain waves synching) and transportation (getting lost in a story), the audience members begin to see the world of the person in the story. Because of hormonal changes, they feel their situation and can empathize. A thoughtfully crafted story has the power to help the audience believe in a cause and care about the outcome.

*Time and time,*
*when faced with the task of persuading a group of managers*
*to get enthusiastic about a major change,*
*storytelling was the only thing that worked.*
*Steve Denning, the Leaders Guide to Storytelling*

## Stories Inspire Action

The conventional view has always been when you speak, you try to get the listeners to pay attention to you. The way you get them to pay attention is to keep the little voice inside their heads quiet. If it stays quiet, then your message will get through. Stephen Denning in *The Leader's Guide to Storytelling* suggests an alternative view. He challenges speakers to tell stories to work in harmony with the voices in people's heads. He says that you don't want your audience to ignore their voice; you want to tell a story in a way that awakens their little voice to tell its own story. You awaken their voice and then you give it something to do. He advocates using stories as springboards to help the audience think about situations so they can begin to mentally solve problems. In this way, you are not speaking to an audience but rather you are inviting the audience to participate with you.

## Stories translate information in a way that connects with the audience's emotions

Storytelling is a potent tool for teaching, selling, or convincing, engaging various parts of the brain beyond mere information processing (Seneca Libraries, 2014). Unlike straight facts, stories can plant ideas and emotions, making them more effective in marketing and idea acceptance. Learning to write and tell stories is recommended for presentations, assignments, business pitches, and negotiations. Crafting a story involves utilizing the dramatic arc, incorporating emotion, and being concise in conveying the narrative (Seneca Libraries, 2014).

**Watch Storytelling (4 minutes) on YouTube**

## Stories Help People Engage With Topics

When incorporated into presentations, stories humanize the message, making it more engaging and relatable. Effective research communication requires striking a balance between storytelling and factual presentation. Storytelling, as a communication medium, has the power to change beliefs and sway opinions. Reports and news stories follow different formats, with reports focusing on data and facts, while news stories emphasize narrative and meaning (Duarte, 2014).. The key is to tell a story with data, creating a pattern and rhythm to keep presentations interesting. Great presentations spread ideas and enhance organizational recognition, emphasizing the importance of effective storytelling.

**Watch How do I share a story that engages my audience and what were the benefits of business storytelling? (4 minutes) on YouTube (https://youtu.be/GY3u6QuZXEs)**

## Story Changes the Brain Chemistry in Listeners

Paul Zak told audience members a story and then measured the chemicals their bodies released during this story. His conclusion is that story changes brain chemistry and makes individuals more empathetic. In this case, they were more likely to donate money to charity. Watch this video as Zak talks about a universal story structure that includes exposition, rising action, climax, falling action, and denouement.

**Watch Empathy, neurochemistry, and the dramatic arc: Paul Zak at the Future of StoryTelling 2012 (6 mins) on YouTube** (https://youtu.be/q1a7tiA1Qzo)

## Stories Can Have Drawbacks

While storytelling can be used positively, it can have drawbacks. A story can be more memorable than the point. If the audience remembers your story without the purpose of the story, you missed it. In the teacher's study mentioned before, students had better short-term recall when the teacher told a narrative. The study also reported that listening to stories increased student cognitive load and some students basically used up their "brainpower" to remembering extraneous information instead of the lesson. The lesson here is to make sure the story reinforces a point and to make sure that the point is clear.

Because stories draw people in emotionally, there can be ethical challenges. Is it ethical to tug at an audience's heartstrings to get them to donate money? How about giving you money? Speakers need to consider the ethical obligation to consider the impact of the story. Stories tap into emotions and create lasting memories. Stories told with the wrong motives can be manipulative.

## The Formula for a Good Story


"Formula for a story" by Lynn Meade, licensed under CC0

### Tension-Release

So now you see the clear advantage in telling a story, let's talk about the formula for a good story. A good story should help the audience see the events in their mind's eye. Your story should play out like a movie in their head. This movie happens because you help them see the setting, characters, and details. To be fully engaged, the audience must *feel* some sort of tension.

The formula is tension and release.

The best stories create tension or conflict and

then in some way resolve conflict. In persuasion, a story can create tension that can be released only by acting on the persuasion. Haven (2007) defines a story as "A character-based narration of a character's struggles to overcome obstacles and reach an important goal." Notice the focus on struggle and overcoming the struggle. Once you decide on the story that you want to tell, work on helping the audience feel the tension and release.

> If the point of life is the same as the point of a story, the point of life is character transformation. If I got any comfort as I set out on my first story, it was that in nearly every story, the protagonist is transformed. He's a jerk at the beginning and nice at the end, or a coward at the beginning and brave at the end. If the character doesn't change, the story hasn't happened yet. And if story is derived from real life, if story is just condensed version of life then life itself may be designed to change us so that we evolve from one kind of person to another.
> Donald Miller, *A Million Miles in a Thousand Years: What I Learned While Editing My Life (1994).*

Dale Carnegie's (2017) formula for storytelling includes three parts: Incident, action, and benefit. In the incident phase, the storyteller shares a vivid personal experience relevant to the point. Next, they give the action phrase, and they share the specific action that was taken. Finally, the speaker tells the benefit of taking the action. It still fits the tension-release formula, it just expands it to make sure that the speaker clearly lets the audience know what conclusion they are supposed to draw.

## Good stories represent a change

One part of the tension-release model is how the character changes. Matthew Dick, Moth storytelling champion suggests that stories, where no change took place in the storyteller, are just anecdotes, romps, drinking stories, or vacation stories, but they leave no real lasting impression.

> The story of how you're an amazing person who did an amazing thing and ended up in an amazing place is not a story, it is a recipe for a douchebag. The story of how you are a pathetic person who did a pathetic thing and remained pathetic, is also not a story, it is a recipe for a sadsack. You should represent a change in behavior, a change in heart, a change in attitude. It can be a small change or a very large change. A story cannot simply be a series of remarkable events. You must start out as one version of yourself and end as something new. The change can be infinitesimal. It need not reflect an improvement in yourself or your character, but change must happen.
> Matthew Dick.
>
> *I once was this, but now I am this*
> *I once thought this, but now I think this*
> *I once felt this, but now I feel this.*
> *I once was hopeful, but now I am not*
> *I once was lost, but now I am found*
> *I once was happy, but now I am sad*
> *I once was sad, but now I am happy*
> *I once was uncertain, but now I know*
> *I once was angry, but now I am grateful*
> *I once was afraid, but now I am fearless*

*I once doubted, but now I believe*

## Stories Often Follow Common Plots

According to Heath and Heath (2008) of *Made to Stick*, there are common story plots. Each of these can be used in most speech types and can be adapted to the tension-release model.

### Challenge Plot

- Underdog story
- Rags-to-riches story
- Willpower over adversity

### Challenge plots work because they inspire us to act.

- To take on challenges
- To work harder

### Connection Plot

- Focusing on relationships
- Making and developing friendships
- Discovering and growing in love

### Connection plots work because they inspire us in social ways.

- To love others
- To help others
- To be more tolerant of others

### Creativity Plot

- Making a mental breakthrough
- Solving a longstanding puzzle
- Attacking a problem in an innovative way

### Creativity plots work because they inspire us to do something differently.

- To be creative
- To experiment
- To try something new

---

## Elements to a Good Story

For the audience to experience the tension and release, they must be invested in the story. Good stories help the audience see the setting, know the characters, and feel the action.

### 1. Setting

Think of the setting as a basket to hold your story. If you start with the basket, the audience has a place to hold all the other details you give them. For this reason, many storytellers begin by describing the setting.

### 2. Characters

When you describe how the characters look or how they felt, we can see them as if we are watching them in a movie. The trick is to tell enough details we can create a mental picture of the character without giving so much information that we get bogged down.

### 3. Action

When you describe the action that is taking place, the audience begins to *feel* the action. If you describe something sad that happened, the audience will feel the sadness. If you describe something exciting that happened to you or a character, the audience will feel that excitement.

Pixar creator, Andrew Stanton, emphasizes that storytelling is joke telling, involving knowing the punchline or ending that leads to a singular goal, confirming truths about humanity. Stanton underscores the power of a good story in engaging the audience and sets the stage for an intriguing journey. He describes storytelling as a well-told promise that propels the audience forward, using the absence of information to draw them in. Stanton emphasizes the importance of creating anticipation in storytelling, stating that drama is anticipation mingled with uncertainty (TED, 2012).

**Watch The Clues to a great story (19 mins) on Youtube (https://youtu.be/KxDwieKpawg)**

## Key Takeaways

Remember This!

- A story is a powerful tool because it engages the audience on not just a logical but also an emotional level.
- Good stories offer a setting, a description of the characters, and add enough detail for the audience to see the story take place in their mind's eye. The action of a story should be told in a way that the audience can see the events unfold in their mind's eye.
- Good stories have tension and release.
- Good stories have characters and situations that demonstrate a change.

### Examples of Concise Storytelling

- Ric Elias: 3 things I learned while my plane crashed | TED Talk (https://www.ted.com/talks/ric_elias_3_things_i_learned_while_my_plane_crashed) (5 minutes)
- Heritage Minutes: Viola Desmond (youtube.com) (https://www.youtube.com/watch?v=ie0xWYRSX7Y) (1 minute)
- Heritage Minutes: Chanie Wenjack (youtube.com) (https://www.youtube.com/watch?v=v_tcCpKtoU0) (1 minute)
- Richard Turere: My invention that made peace with lions | TED Talk (https://www.ted.com/talks/richard_turere_my_invention_that_made_peace_with_lions) (7 mins)
- How I beat stage fright | Joe Kowan (youtube.com) (https://www.youtube.com/watch?v=lq_BVyou38s&t=57s) (8 mins)

## Attribution & References

Except where otherwise noted, this chapter is adapted from "The Power of Story: The Secret Ingredient to

Making Any Speech Memorable" In *Advanced Public Speaking* by Lynn Meade, licensed under CC BY 4.0. / Replaced/refreshed outdated video content, moved "stories help people", deleted: example from corporate trainer, keep a story log/notetaking challenge, theory application.

## References


Alda, A. (2017). *If I understood you, would I have this look on my face?* Random House.

Braddock, K., Dillard, J. P. (25 February 2016). Meta-analytic evidence for the persuasive effect of narratives on beliefs, attitudes, intentions, and behaviors. *Communication Monographs, 83* (4), 446–467. doi:10.1080/03637751.2015.1128555. S2CID 146978687.

Carnegie, D. (2017). *The art of storytelling.* Dale Carnegie & Associates ebook.

Dahlstrom, M,F. (2014). Using narratives and storytelling to communicate science with nonexpert audiences. Proceedings of the National Academy of Sciences of the United States of America, 111(4), 13614–13620. DOI: 10.1073/pnas.1320645111

Denning, S. (2005). *The leader's guide to storytelling: Mastering the art and discipline of business narrative.* John Wiley and Son.

Dicks, M. (2018). *Storyworthy: Engage, teach, persuade, and change your life through the power of storytelling.* New World.

Duarte, N. (n.d.) Fifteen Science-Based Public Speaking Tips to be a Master Speaker, The Science of People. https://www.scienceofpeople.com/public-speaking-tips/.

Fisher, W.R. (2009). Narration as a human communication paradigm: The case of public moral argument. *Communication Monograph*s, 51 (1), 1-22. https://doi.org/10.1080/03637758409390180

Fisher, W.R. (1985). The Narrative Paradigm: In the Beginning, *Journal of Communication*, 35(4), 74-89. https://doi.org/10.1111/j.1460-2466.1985.tb02974.x

Gallo, C. (2016). I've analyzed 500 TED Talks, and this is the one rule you should follow when you give a presentation. *Business Insider.* https://www.businessinsider.com/ted-talk-rules-for-presentations-2016-3

Gershon, N, & Page, W. (2001). What storytelling can do for information visualization. *Communication of the ACM,* 44, 31–37. https://doi.org/10.1145/381641.381653

Green, M. C., & Brock, T. C. (2000). The role of transportation in the persuasiveness of public narratives. *Journal of personality and social psychology*, *79*(5), 701–721. https://doi.org/10.1037//0022-3514.79.5.701

Green, S. J., Grorud-Colvert, K. & Mannix, H. (2018). Uniting science and stories: Perspectives on the value of storytelling for communicating science. *Facets, 3*(1). https://doi.org/10.1139/facets-2016-0079

Hasson, U., Ghazanfar, A.A., Galantucci, B., Garrod S, & Keysers C. (2012). Brain-to-brain coupling: a mechanism for creating and sharing a social world. *Trends in Cognitive Sciences, 16*(2), 114–121. https://doi.org/10.1016/j.tics.2011.12.007

Haven, K. (2007). *Story proof: The science behind the startling power of story.* Kendall Haven.

Heath, C & Heath, D. (2008). *Made to Stick.* Random House.

Kromka, S. M. & Goodby, A. K. (2019) Classroom storytelling: Using instructor narratives to increase student recall, affect, and attention, *Communication Education,* 68:1, 20-43. DOI: 10.1080/03634523.2018.1529330

Lacey, S., Stilla, R., & Sathian, K. (2012). Metaphorically feeling: comprehending textural metaphors activates somatosensory cortex. *Brain and language*, *120*(3), 416–421. https://doi.org/10.1016/j.bandl.2011.12.016

Miller, D. (1994). A million miles in a thousand years: How I learned to live a better story. Thomas Nelson.

Schrobsdorff, S. (2021, Oct 6). The Storytelling Genius of Jane Goodall and Why Intellectual Arguments Don't Change Behavior. *Time.* https://time.com/6104703/the-storytelling-genius-of-jane-goodall-and-why-intellectual-arguments-dont-change-behavior/

Seneca Libraries. (2014, May 7). *Storytelling*. Youtube. [Video]. https://www.youtube.com/watch?v=x_eu_DoW1lw

Simmons, A. (2001). The story factor: Inspiration, influence, and persuasion through the art of storytelling. Basic Books.

Spencer, G. (1995). *How to argue and win every time*. St. Martin.

Willingham, D. T. (2009). *Why Don't Students Like School?: A cognitive scientist answers questions about how the mind works and what it means for the classroom*. Jossey-Bass.

Zac, P.J. (2014). Why your brain loves good storytelling. *Harvard Business Review.* https://hbr.org/2014/10/why-your-brain-loves-good-storytellinghbr.org/2014/10/why-your-brain-loves-good-storytelling

# SPECIAL OCCASION SPEECHES: TOASTS AND TRIBUTES

## Special Occasion Speeches

Photo by Marcel Gross, used under Unsplash license

*Here's to those that love us!*
*And for those that do not love us,*
*may God turn their hearts.*
*And if he cannot turn their hearts,*
*may he turn their ankles;*
*so that we may know them,*
*by their limping.*
*— Irish Blessing/Curse*

*Cheers*, *slainte*, *skal*, *prost*, and *salud!* A toast speech is a type of tribute speech meant to honor someone. Your goal as a speaker should be to make that person feel special and to allow others in the room to be included in the celebration.

## Ceremonial Speaking Wheel

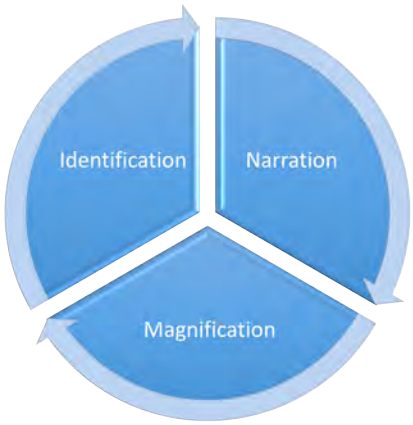


Image by Lynn Meade, licensed under CC BY 4.0

All ceremonial speeches should include the trio –narration, magnification, and identification.

### Identification: Make everyone feel included

When thinking about your tribute or toast, don't just think about who or what you are celebrating. Think about everyone in the room and think about how to bring them into your speech. Saying "we" are here to honor the person (event, or thing) and reminding the audience of shared values helps the audience to be a part of the process. Say things that invite the audience in several times throughout the speech.

**Wedding Toast**
**Instead of saying:** Amy and I played Barbie as children and always made sure that Barbie found her perfect soulmate.
**Say**: *As many of you know,* Amy and I played Barbie for hours as children. What you may not know is we always made sure that Barbie found her perfect soulmate.

———

**Graduation Toast**
**Instead of saying:** I wish you the best in your journey ahead as you graduate and start your new career.
**Say:** *We here, your family and friends,* all wish you the best in your journey ahead as you graduate and start your new career

———

**Retirement Toast**
**Instead of saying:** Dad, I was so happy you let me come and play in your office even if I ran your stapler out of staples by shooting them at the invisible villains that were hiding under your desk.
**Say:** *As many of you here now,* dad would sometimes let me come to work with him. And while *most of you* thought that I was the perfect little bosses' kids, you may not have known that I was really a super hero executing the invisible villain that I found in dads desk. I killed it with all the staples from dad's stapler.

Notice how this speaker invites all listeners to be part of the memorial.

I stand here today to pay tribute to the Alfred P. Murrah Federal Building Bombing Memorial in Oklahoma City.

This memorial represents the honor and strength as well as all the **pain of every person** who remembers that historical day.

It has helped an **immense number of people** to cope with this national tragedy

It is a place of reflection, emotion, and healing.

In this excerpt, Drew speaks to all those who are present at the Doolittle Raider reunion (A reunion of men who in 1942 led the first attack after the bombing of Pearl Harbor)

Each of **us** in this room has our own memories of growing up with these men and the reasons why they are so **special to us**. For these men, it is an everyday occurrence that someone thanks them for their service to their country and what they did 65 years ago. So today is my pleasure **to share with you** the reason why these men are my heroes and why one of them impractically means the world to me.

I hope each of **you** will always remember the little things these men have done for **you.** L.M. Heroux once said "heroism is not just pulling a child from a burning house or a driver from an icy river or a kitten from a tall tree. Heroism is also holding the door for a frail elderly and driving courteously

and cooperatively and listening with an attentive heart to a friend's words. Small daily acts of love are as heroic as big once-in-a-lifetime acts of rescue."

In this tribute to his teacher, "the greatest swing pusher" Hosea Born reminds the group of a common thing, finding your name on the desk.

> Walking into a new teacher's classroom is terrifying. We have all been there. You remember. Finding your desk with your name on it. My name tag was an apple. Tribute to the best swing pusher.

## Narration: Tell Stories that celebrate rather than inform

The use of story helps the audience to be drawn in and want to listen. In short toasts, you can tell a series of one-sentence stories. In larger toasts or tributes, you can tell one long story or numerous little stories. Tell your story in a way that the audience relives the moment with you.

Describe the situation or person in vivid detail so we can see the person you're celebrating in their element. Jeremy Stuthard gave a tribute to his Grandma and said they were "Two peas in a pod." Notice how in one sentence you get a sense of grandma's humor and personality. from only one line, "I remember when you dumped a whole bucket of water on me, to wake me up, just to have me help you with your TV." In another example, Patience Beard describes cooking with her grandma, "Nana ALWAYS let me lick the spoon. We would make icing all from scratch she would turn that mixer on and it would never fail– icing would fly everywhere and her laugh .....would echo through the whole room." In each example, you can "see" the interaction in your mind. The speaker didn't tell you that his grandma was a trickster, he showed you that. Patience didn't tell you her grandma cooked for her, she "showed" you that she did.

People in the audience may not know the person you are celebrating. Resist the temptation to give an informative speech about your person, that is the equivalent of reading someone's Wikipedia biography–boring. Instead, pick a few things about them to celebrate.

In this tribute to his hometown dirt roads, Nathan Brock's speech is a good example. He tells us the facts without sounding like an informative speech, I kept this sample in a manuscript format so you could see the emphasis and the rhythm. When you see /// it means to pause.

**So, here's to you,** dirt roads
the defining feature of my hometown.
Here's to you, dirt roads, /// the place of my upbringing in middle-of-nowhere America.
**Pawnee**, Oklahoma is a town with many dirt roads
A town with a population of 2,136//
It felt like less.
**When** Googling "living in Pawnee, Oklahoma" one can find a list of pros and cons
**Pros** include "cost-of-living"

**Cons** include "unattractive setting"
That is where you came in, dirt roads.

## Magnification: Teach lessons in the small things.

Take a trait of the individual and magnify it. This is NOT superfluous embellishment; this should be honest elaboration. For example, you might talk about

- Triumph over obstacles
- Unusual accomplishment
- Superior performance
- Unselfish motive
- Benefit to society
- The greatness of a simple thing

Caitlyn Steiner wrote a tribute speech about the love her grandparent have for each other. Notice how she uses the little things to demonstrate love.

> Love appreciates the smallest details the most. My grandpa still puts the toothpaste on both their toothbrushes every morning. My grandma still hangs a towel on the rack for my grandpa every day after he gets in the shower. And they still slow dance together every night in the living room before they go to bed.

In this example, Fawn Kurtzo gives a birthday tribute to her brother Buck. As you read this manuscript excerpt, I want to draw your attention to the fact that each line is a story for those who know him.

> We are gathered here today to celebrate another year in the life of Buck.
> Congratulations Buck? Who am I kidding, CONGRATULATIONS US!
> We all survived another year of
> 10,000 questions why,
> mental duels,
> being outshot with bullets and arrows,
> countless times of side-splitting laughs as he carried the life of the party //
> begin terribly humiliated in a game of dominoes //
> and just flat being outlasted by this kid!

In tribute speeches, the little things are often the big things. A simple story can reveal something deeper. In this speech, Brittany Brunson is telling the story about riding in her dad's lap, but really it is a metaphor for their relationship. I kept this in manuscript form so you couldn't get a feel for how she intended it to be heard.

> I don't remember much from the age of 7//

But I do remember getting to sit on my dad's lap and driving down the alley.
I couldn't reach the pedals // so my dad was in charge of those//
Although I thought I was in charge of the wheel//
My dad had ultimate control because if I ever got to close to the wall of the alleyway //
my dad would steer me right back to the center.
Ironically, I never got in big trouble growing up
// except for maybe prank calling the police one time..... but anyways//
I never got in big trouble growing up because if I ever got close to that barrier of bad choices /// my dad //steered me right back to the center.
Although I thought I had control of the wheel of my life
ultimately my dad guided me on to the right path //
that led me to hold myself to a higher standard // and stand firm in my beliefs.

---

## Tributes and Toasts

Special occasion speeches (Toasts or Tributes) are celebratory speeches that honors a person, a monument, a holiday, or an event. Always adapt your speech to the occasion: Wedding, graduation, retirement, business celebration, award celebration, birthday.

Photo by M.T. ElGassier, used under Unsplash license**What type of toast is it?**

## Gather all the information

- Who is the audience?
- Are there other speakers?
- What is the time limit?
- Is this formal or informal?
- Will there be a podium? microphone?

You will give a different speech to your old college roommate on his birthday if it is just you and the gang versus if his conservative parents are in the room. It will be an even different speech if his new employer is present. Remember, a toast is not just about the person being celebrated but it is about others in the room. As you write your speech, keep imagining the key people present at the event.

## Brainstorm

Sit down and just start jotting ideas.  Think of your brain as a water faucet. You are not going to get any water until you turn the thing on. Many people complain they can't think of ideas, but they never actually turn on the idea faucet. Think of brainstorming as turning those ideas on and getting your creative juices flowing. Start brainstorming ideas and memories one day and then give it a day or two to think about more memories.

- What life lessons did they teach you? How are you different because of this person?
- What are their best qualities? Tell a story about that quality
- What three words best describe this person?
- What makes this person so great?
- What is the funniest thing that you remember?
- What are some sayings—one-liners—they are known for?
- What is something simple that they do that demonstrates their character?
- What is unique about her lifestyle or behavior?
- What is a special gift that they gave you and why is it so special?
- What adventure have you shared with this person?
- What's a story that everyone tells about this person?
- What helpful advice has this person given you?
- Look through a photo album—what one or two pictures tell about them ?

A toast or a tribute to a person typically includes one of these items:

- Small descriptions so we can "see" the person in their element.
- Stories of their deeds.
- Stories of how the person affected others.
- Funny or emotional moments.
- The legacy that person is leaving.

Tributes to occasions can be any of the following:

- Milestone Birthday, Retirement, Anniversary
- Mother's day, Father's Day, Truth and Reconciliation Day
- Race for the Cure, We Day
- Family reunion, School reunion

Tributes to occasions typically include:

- Emphasis on shared values
- Appreciation for the people involved
- Origin and evolution of the event
- Stories of people related to the event
- The larger context surrounding the event

## Sit Down and Write

At this point, just get your ideas down. Put down more ideas than you will use. Allow yourself to write down some ideas that are silly, extreme, or not right for the occasion. Just go with it. Write all those ideas down; maybe you will use this somehow but probably not. Most importantly, the creative ideas are hiding in your brain behind the silly ones and if you don't get the silly ideas out of the way, you will never get to the next level.

## Taking It to The Professional Level

If you want to give your toast the professional edge, try using a theme and then adding in some parallel construction. In this next section, I will show you how that works.

### Use a Theme

Pick a theme for your toast and carry it throughout the whole toast or tribute. A theme is the container that holds the speech together.

For example, Drew gave a best man speech and used the theme of a road trip. He told stories of him and his best friend and their adventures (at least the adventures you the ones that you can tell when mom is in the room). He talked about fighting over which music is played, he told stories about bathroom breaks, and he confessed that his friend was always getting lost. These were fun stories and by hearing them we could all imagine the friendship they shared. In his speech, he told us that whoever was in the passenger seat was called the "roundtrip captain." He gave the new bride advice on how to navigate the relationship since he knew so much about his friend from all these road trips. The speech wrapped up with Drew telling the bride that she was the map reader now and he passed to her the title of "road trip captain."

Erin gave a graduation toast to her family members who supported her through college. She used the theme of climbing hills. It was the perfect theme since the University of Arkansas campus that she graduated from seems to be arranged so everything is uphill–both ways. She talked about walking the hills both physically

and symbolically. In her speech, she talked about how beautiful the view is from the top. She wrapped up her speech by saying now that she is graduated how she has new hills to climb.

Keep in mind the theme is just the container. If you have only a container, it will seem cliché and sound like a cheap greeting card. The theme is not the speech, it is the container that holds your many stories. Make sure to develop those stories.

## Use Parallel Construction

Parallel construction is where you take one sentence and you repeat it. It lets you tell a lot of little stories in a short period. Always have at least 3 sentences, keep them together, and try to give them rhythm.

Consider this format and how it might be used for the different toast types.

### At a Wedding Toast

I remember when ___
I remember when ___
I remember when ___
I knew you were the "one" because...
I knew you were the "one" because...
I knew you were the "one" because...

### At a Retirement Toast

*Many of you know dad* for selling insurance, but I know dad for selling me on the idea to go to college
*Many of you know dad* for working long hours at the office, but I know dad for working long hours on school projects that I only mentioned to him the night before they were due.
*Many of you know dad* as a business profession, but I know dad as my super hero.
Many of you know dad for ...., but I know dad for ....
Many of you know dad for ...., but I know dad for ....
Many of you know dad for ...., but I know dad for ....

# Toast Patterns

When picking a speech pattern for the toast, consider the audience and occasion. Many toasts are just one to two minutes while others can be five to seven minutes.

Photo by Mattheiu Joannon, used under Unsplash license

## Short Toasts Pattern

1. Let us raise our glass to... Today, I would like to recognize...
2. Make a list of attributes/accomplishments of the person.
   With each statement there is a building sensation –each statement you make is better than the next.
3. Build to a climax. Create a building sensation using parallel construction.
4. Raise your glass near the end.
5. End with a poem, quote, or wish them well. (I really think a well-chosen quote makes these speeches special...it is worth the time to look for one to make it really special)

*Note: Typically short toasts are memorized and longer toasts are written as a manuscript.*

---

## Wedding Toasts Possible Patterns

### Give Their New Spouse the Manual of How to Get Along with Them

1. Tell a story or two about your friendship with your friend
2. Tell a story about when your friend met the person they are marrying. What did they say about this person? What were your first impressions? Tell anything about the two of them together? What are they like as a couple? How do you know they are right for each other? Tell something you observe about them when they are together?
3. Give the person advice on how to navigate life with your friend since you know them so well. Think of this as passing on the manual.

### Three Stories

Tell three stories about the couple.

- Maybe, how they met, the engagement, and a story they tell on themselves.
- Maybe, three ways you know they are in love.
- Maybe, three things you noticed about how they care for each other.

### I Knew It Was Love...

- Tell five ways that you knew it was love. Tell a story attached to each of the ways
- Tell what your friend was like before and how they are better now than they are with the one they love.

*Note: Never mention old girlfriend/boyfriends, never give away secrets to clueless family members (they are living together, that you and your friend snuck out in high school), and always keep it positive. You likely have inside information about the person you are toasting–their wedding is not the time to reveal it.*

---

## Retirement Toast Possible Patterns

### If you are a work colleague of the person retiring:

- These are the three things that set this person apart.
- These are the three things that I learned from this person.

### If you are the child or the spouse of the person retiring:

- Talk about what their career looked like from your position. How were they dedicated?
- How did it help you benefit from their job and friends? What did you learn from watching them work?

*Note: It can be fun to use their job as the theme. For example, if the person is a coach make the whole speech in the theme of a game. If the person is in sales, use marketing terms to hold it together. If they collected something interesting that was displayed in the office, it lends itself to the theme.*

---

# Graduation Toast Possible Patterns

## Looking back, looking ahead

- Tell a few stories about them before graduation and tell what you expect to see in the future.

## We've come through a lot together, Here's some advice for your next step.

- Tell stories of your relationship, how that relationship talks about character attributes that led them to graduate.
- Give advice on how to navigate the next step.

## Top Ten List

- Ten things you need to know about (surviving college, having your first real job, etc.).
- This can be especially fun coming from the sibling that is in college to the one headed to college.
- Top ten things you learned in school that you can use in life.
- Top ten things about you that will make you successful.

## Let Us Not Forget

- A series of memories that you and most of the group present share. Great for a group of friends
- Find some great meaning to it all. What did it all mean? what did you learn?

*Note: It can be fun to use their major, their future job, or their hobbies as the theme.*

---

# Anniversary Toast Patterns

## Three Stories

- Tell three stories about the couple.
- Maybe how they met, the engagement, and a story they tell on themselves.
- Maybe, three ways you know they are in love.

### I Knew It Was Love…

- Tell five ways that you knew it was love and tell a story attached to each of the ways. Interview five of their friends and tell the five stories from their friends about love.

### How They Taught You What Love Is

- What have you learned by watching them love each other well?

### A Biography of Love

- Tell a story about their love when they met when they overcame when they did things together.
- Tell a timeline of love events and stories about every major milestone.

---

## Ending a Toast Speech

Typically, a toast speech ends with a thoughtful saying, witty quote, or poem. There are many toast websites with great one-liners or short poems you can use to end a toast. If it is a longer toast, consider using a theme and connecting the ending with the theme.

"May misfortunes chase you all of your life and never catch up."

"As you slide down the banister of life may the splinters never point the wrong way."

## Short, Short Toasts

There may be times you are called to give a quick, one to three-sentence toast. It is a good idea to have a few memorized quotes ready that can be woven into a short, short toast.

Here is to those who've seen us at our best and seen us at our worst and can't tell the difference.

May you live for as long as you want, and never want for as long as you live!

May we get what we want, but never what we deserve.

May you always lie, cheat, and steal. Lie beside the one you love, cheat the devil, and steal away from bad company.

Here's to friends and family who know us well but love us just the same.

Let us drink to bread, for without bread, there would be no toast.

---

### Tell Stories

In this tribute speech to her father, she tells a story of how a Jewish man and a Muslim man can transcend boundaries and become friends.

**Watch A tribute to my father (9 mins) on YouTube** (https://youtu.be/jdRCNuBcAWQ)

## Tribute Speech at We Day

**Watch Inspirational Native American Frank Waln tells his story at WE Day! (3 mins) on YouTube** (https://youtu.be/-2SE-19WqS8)

We Day was an annual series of stadium-sized youth empowerment events organized by We Charity, a Canadian charity founded by brothers Marc and Craig Kielburger. WE Day events host tens of thousands of students and celebrate the effect they have made on local and global issues.

**Source:** WE Movement. (2017, April 21). *Inspirational Native American Frank Waln tells his story at WE Day!* [Video]. YouTube. https://youtu.be/-2SE-19WqS8

**Watch A tribute to all healthcare workers (4 mins) on YouTube (https://youtu.be/vmIqYR-nYVM)**

## Tribute to Famous Person

When giving a tribute to a famous person that you do not know personally, it is important to resist giving a biographical speech. Instead, you should talk about how that person influenced you in some way. The story of them becomes the story of you and them.

In his tribute to Stan Lee, David Lester wrote,

One of my earliest experiences with his work, is through his comics. When my mom would take forever shopping in Walmart, I would fly to the magazine section find those comic books and my time———just——— evaporated.

Later he mentions the relationship again

> The first Marvel movie I remember seeing saw was IRON MAN. I remember seeing Robert Downey Jr. beat up terrorists and change the way we see superheroes, not as just statues but as complex people like us.

In his conclusion, he brings it around to impact on all of us

> BUT Do you wanna know who Stan thought the real superheroes were? It's not the ones we talk about all the time. It's not the ones that are played by Chris Evans, Chris Pratt, and Chris Hemsworth. NO! It's us, the fans. We were the heroes all along. Looking out for each other. Supporting people around us who needed it the most. Protecting others from harm. Standing as examples for our community for what we can become. Doing

more than the average man would do. That one person can make a difference. That you don't need a cape just to be a hero. He brought us together. He did all of this.

---

## Hilarious Father of the Bride Toast

This toast is a good example of how to tell a funny story in a speech. This father's story is brilliant, and his long pauses are perfect for this speech. He goes from having you crying from laughter to tearing up with sentiment.

**Watch The most hilarious father of the bride toast (7 mins) on YouTube** (https://youtu.be/BOKduRf7o4k)

## Key Takeaways

- **Remember This!**
  - Spend a lot of time brainstorming, reflecting, researching, and talking to others before you begin to write.
  - Write in a manuscript format.
  - Structure your speech so your audience feels like they are part of something.
  - Celebrate the person's accomplishments and don't make it an informative speech about them.
  - Tells stories when possible.
  - Try incorporating colourful language: Simile, metaphor, antithesis, alliteration, parallel construction.

- Consider using a theme that fits the person or the situation.

## Attribution & References

Except where otherwise noted, this chapter is adapted from "Toast Speech" and "Tribute Speech: Celebrate the Occasion, the Person, or the Monument" In *Advanced Public Speaking* by Lynn Meade, licensed under CC BY 4.0.

## References

Atlasobscura. Raise a glass to our readers' favorite drinking toasts. https://www.atlasobscura.com/articles/best-drinking-toasts-and-cheers

Burlingame, J. Best man toast. Advanced Public Speaking. University of Arkansas.

Chidi-Ogbonna, K. (2018). Nine wine etiquette habits to know. https://thefinestitallianwine.com

Lester, D. Tribute to Stan Lee. University of Arkansas Advanced Public Speaking.

Real Simple (n.d.). From how to hold a wine glass. http://www.realsimple.com/realsimple/content/0,21770,712709,00.html

Wineintro. (2008). Clinking of wine glasses and toasts. http://www.wineintro.com/champagne/clinkglass.html

# SPEAKING TO INFORM

## Explaining Complex Ideas

Photo by Stephen Kraakmo, used under Unsplash license

The ability to share complicated ideas across disciplines and professions has significant benefits. A good informative speaker conveys accurate, clear, and interesting information to the audience and keeps them engaged in the topic. If information is inaccurate, incomplete, or unclear, it will be useless to the audience!

### Before you present, know your purpose

You're not going to be able to tell the audience everything about your topic in your presentation, so you'll need to be selective. Narrow your topic and focus on a specific goal, with your specific audience in mind. It is better to talk in detail about a smaller aspect than to try to tell everything. Prioritize information that enhances audience learning.

### Ensure accuracy

Make sure that your information is current. Even if you know much about your topic or wrote a good paper on the topic in a previous course, verify your own accuracy and completeness. Most people understand that technology changes rapidly, so update your information often. The same applies to topics that on the surface seem to require less updating. Contemporary research continues to offer offers new insights on all topics, including historical events, classic literature and art, or psychological theories. So, even with a topic that seems to be unchanging, carefully check your information to confirm that it is accurate and current.

Also note, you're only as smart as your sources. Any information you use in your presentation should come from sources you've checked for validity.

## Avoid Jargon

Limit how much technical language or jargon you use, even if you're speaking about a highly specialized topic. You will not effectively deliver information if your words are not clear to your audience. Even if you define many technical terms, the audience may feel as if they are being bombarded with definitions instead of useful information.

Don't treat your speech as a crash course in an entire topic. If you must, introduce one specialized term and carefully define and explain it to the audience. Define it in words, and then use a concrete and relevant example to clarify the meaning.

## Know where to start

Adapt your message according to the listener's background and knowledge. Don't spend time with definitions that they do not need, but don't confuse them with information they don't understand. Fill in gaps in understanding by using relatable examples. When possible, ask your audience questions to check their understanding.

Make your speech personal. "I want to talk to *you* today about" is much more personal than saying, "I will explain how...".

## Don't get "lost in the weeds" or "go too far down the rabbit hole"

Avoid overwhelming your audience with too much information. Focus on explaining a few key points clearly. Select the most significant aspects of your topic, and explain these by relating them to familiar concepts.

Stay focused on key ideas! If you overload your audience with information, they will be unable to follow your narrative. As you plan your presentation, carefully narrow your topic, and limit information to its most complete and coherent. Don't go off on tangents or confuse your audience. Use definitions, descriptions, explanations, and examples you need to make your meanings clear, but don't add tangential information merely because you find it interesting.

## Prioritize Clarity

Keep your message clear and concise. Make a priority of giving your audience a basic understanding, rather than expanding on every intricate detail (Amorelli, 2019).

For your listeners to benefit from your speech, convey your ideas in a way that they can understand. Organize your message in a logical, easy-to-follow way.

To present a clear and interesting speech, use descriptions, causal analysis, or categories. With description, use words to create a picture in your audience's minds. Describe physical realities, social realities, emotional experiences, sequences, consequences, or contexts

Use words that your audience will understand and define terms that they may not know. Do not assume that something that's obvious to you will also be obvious to your audience. Formulate your

work with the objective of being understood in all details. In a community lecture on wild edible plants in the Ozarks, the speaker said, "This plant has a cathartic effect" and "I like this for its astringent properties." An audience member wasn't sure what these terms meant, so she looked them up while he was talking, missing part of his lecture (Lynn Meade).

## Create Concrete Images

Abstract terms lend themselves to many interpretations. For instance, in the abstract, the term responsibility can mean many things, such as duty, task, authority, or blame. Because of the potential for misunderstanding, use a concrete word instead. For example, rather than saying, "Helen Worth was responsible for the project," convey a clearer meaning by saying, "Helen Worth managed the project," or "Helen Kimes completed the project," or "Helen Worth was to blame for the failed project ."

To illustrate the differences between abstract and concrete language, let's look at a few word pairs:

**Table 1: Concrete and Abstract Word Pairs**

| Abstract words | Concrete words |
|---|---|
| transportation | air travel |
| success | completion of project |
| discrimination | exclusion of women |
| athletic | physically fit |
| profound | knowledgeable |

By using an abstract term in a sentence and then comparing the concrete, notice the more precise concrete term's meaning. Precise terms are more clearly understood. In the last pair of terms, knowledgeable is listed as a concrete term, but it can also be considered an abstract term. Still, it's likely to be much clearer and more precise than profound.

## Quick Check 1

**Quick Check 1 (Text version)**
As a speaker, create concrete images in your audiences' mind to help them understand your message, and avoid abstract language. What is a concrete image for transportation?

a. A bird
b. An airplane

**Check Your Answer:** [1]



Learn more about making your speech more clear and engaging with language: Vivid and Sensory Words Make Your Speech Come Alive – Dynamic Presentations (#chapter-language-use-for-impact-vivid-and-sensory-words)

## Emphasize why your topic is interesting and relevant

Share with your audience the reasons why you find the topic fascinating (Amorelli, 2019). Give them relevant, real-life examples that help them to connect the subject to their lives.

Your listeners will benefit the most if they can give sustained attention to the speech, and this won't happen if they are bored. Emphasize the ways your topic connects to your audience's interests and curiosities. Suppose, for example, that you had a summer job as a veterinary assistant and learned a great deal about canine parasites. This topic might be very interesting to you, but how interesting will it be to others in your class? To make this topic interesting, find a way to connect it with the audience's interests and curiosities. For instance, perhaps there are certain canine parasites that also pose risks to humans—this might be an interesting connection.

Always keep your audience members center stage. For instance, if your speech is about air pollution, ask

your audience to imagine feeling their eyes and lungs burning from smog. This is a strategy for making the topic more real to them, since it may happen to them often; and even if it hasn't, it easily could.

## Personalize Your Content

Giving a human face to a topic helps the audience perceive it as interesting. If your topic is related to the Maasai rite of passage into manhood, the prevalence of drug addiction in a particular locale, the development of a professional filmmaker, or the treatment of a disease, putting a human face on it should not be difficult. Find a case study you can describe within the speech and refer to the human subject by name. This conveys to the audience that these processes happen to real people. Use a real case study, though—don't make one up. Using a fictional character without letting your audience know that the example is hypothetical is a betrayal of the listener's trust, and hence, is unethical.

## Quick Check 2

**Quick Check 2 (Text version)**

1. When creating any speech, but specifically an informative speech, make all topic information relevant and useful for your audience.
    a. Agree
    b. Disagree
2. Darrin is preparing a speech on World War II's D-day invasion. By researching in the library and online, he has found a really cool book by a British general published soon after the war and a bunch of old pictures. He thinks this is all he needs as source material. By relying only

on potentially outdated sources, Darrin is likely to sacrifice which important element of informative speaking?

a. Accuracy
b. Immediacy

**Check Your Answers:**[2]



## Being Ethical

Honesty and credibility must be the undergird to your presentation; otherwise, you betray your listeners' trust. Therefore, if you choose a topic that turns out to be too difficult, you must decide what will serve your audience's needs and interests. Shortcuts and oversimplifications are not the answer.

Being ethical often involves a surprising amount of work. In the case of choosing too ambitious a topic, you have some choices:

- Narrow your topic further.
- Narrow your topic in a different way.
- Reconsider your specific purpose.
- Start over with a new topic.

Your goal is to serve your audience's interests and needs, whoever they are and whether you believe they already know something about your topic.

### Quick Check 3

**Quick Check 3 (Text version)**

For informative speech topics, speakers can choose from five different types: objects, people, events, concepts, and processes.

True or false?

**Check Your Answer:** [3]

**Activity source:** "Quick Check 12.3" In *Public Speaking* by Sarah Billington and Shirene McKay, licensed under CC BY-NC-SA 4.0.

## How do I add logos?

For informative speeches, focus on the rhetorical appeal, logos. The appeals as you recall are pathos, ethos, and logos. Logos is the logical appeal. An easy way to remember this is that logos starts with an "L" and so does logic. How can you use logos or appeal to logic inside your informative speech?

Ask yourself these questions to consider if you are using logos properly in your informative speech:


Appeals-Highlighted, by Abigail Fuller, licensed under CC0

- Are you using statistics? If so, are you using them properly and making sure they are accurate?
- Are you stating facts that you have found through research, which are actually facts and not opinions?
- Are you explaining your ideas in a logical manner? Is your audience able to follow what you are saying?
- Are you using sound reasoning as you explain facts and statistics to your audience?
- Are you using definitions in the speech? If so, are they accurate?
- Are you thinking of the audience as a reasonable and logical group of individuals?
- Are you appealing to logic in your speech by using examples, statistics, facts, definitions, and explanations?
- Are you logically arranging and organizing ideas?
- Is your speech easy to understand? Will the audience understand your speech's main points?

You must answer yes to most of these questions for any research-based and informative speech. And remember, do not forget to also add pathos and ethos to your speech as well.

# Sharing Research and Engaging Audiences

**Watch Kang Lee's "Can you really tell if a kid is lying?" (13 mins) on YouTube** (https://youtu.be/6diqpGKOvic)

Kang Lee presents his research, dispelling common beliefs about children and lying. Notice the ways he engages his listeners throughout, using several strategies:

## Engaging Opening:

- Lee initiates audience involvement by posing a reflective question about childhood honesty, immediately engaging listeners.

## Humour:

- Throughout the talk, humor is skillfully integrated, with Lee making lighthearted comments about audience honesty and sharing entertaining anecdotes.

## Storytelling:

- Lee incorporates storytelling by narrating an anecdote about Mr. Richard Messina, an elementary school principal, effectively illustrating prevailing beliefs about children and lying.

## Use of Visuals:

- The presentation includes impactful visuals, including videos of children responding to questions, enhancing the audience's understanding of the speaker's points.

## Interactive Element:

- Audience participation is facilitated through video analysis, where attendees are asked to discern which child is lying, adding an interactive dimension to the presentation.

## Rhetorical Questions:

- Strategic use of rhetorical questions stimulates audience thinking and engagement, fostering a more dynamic interaction.

## Statistics and Research Findings:

- Credibility is bolstered through the integration of statistics and research findings, such as percentages of children lying at different ages.

## Contrast and Surprise:

- Lee challenges conventional beliefs about children and lying, revealing surprising research findings to capture and maintain the audience's attention.

## Repetition for Emphasis:

- Key points are reinforced through repetition, emphasizing the importance of certain concepts throughout the talk.

## Application of Findings:

- Lee discusses real-world applications of lie-detection technology, highlighting its relevance in education, healthcare, and politics.

## Call to Action:

- The talk concludes with a compelling call to action, prompting the audience to reflect on the broader implications of the presented technology and its potential impact on various aspects of life.

# Attribution & References

## References

Amorelli, J. (2019, Nov 19). How to explain anything to anyone. 4 steps to clearer communication. *TED.* https://ideas.ted.com/how-to-explain-anything-to-anyone-4-steps-to-clearer-communication

## Notes

1. b. An airplane
2. 1. a., 2. a.
3. True

# PERSUASIVE SPEECHMAKING: MOTIVATING CHANGE

## Audience Needs are Key

According to Professor Clay Warren, a common mistake you might make is focusing on what *you* want to say rather than considering what *the audience* needs to hear.

Before delivering a persuasive speech, take the time to gather information about the audience and the event. Envision the faces of the audience and understand who they are and what motivates them to listen. Then, think about how their message can improve the lives of the audience in some way.

Once you have a clear mental picture of the audience, you can begin to write the speech.

Photo by Melyna Valle, used under Unsplash license

## The Audience Needs to "See" to be Persuaded

If you are persuading an audience to buy a product, they need to visualize how it works and how it fits into their life. If you are persuading an audience to make a social change, they need to visualize how the world will be better because of this change. If you are persuading an audience to donate to an organization, you need to help the audience visualize the impact of their donation.

Visualization can be achieved by literally showing visuals, by demonstrating the product, or by telling a story.

Oftentimes a story will help awaken emotions in an audience. This is known as **pathos**. Pathos is the passion of the speaker and the types of things that the speaker talks about. Warren reminds us "facts go through your brain like water through a sieve. But a story creates an emotional connection. If you get the emotion, you will remember. It is harder to attach an emotion to a number."

## The Audience Needs to Be Given the Facts in a Way that

## They Can Understand, Relate, and Remember

Yes, you want to identify with an audience and help them feel something, but you also need facts in your speech. You need to do the research and you need to present the arguments. Keep in mind — facts alone are rarely persuasive. It is the *way you present those facts* that makes them persuasive. When giving your numbers, pair them with a story. When giving statistics, helped the audience to visualize them.

Make sure you chose to talk about facts that match the audience. For some, the review of a social media influencer is more convincing than the reviews from a publication. For an academic audience, the names of the researchers and the names of the journals they publish in will garner attention, but for other audiences, the title of the person as "cardiologist at a top research institute" would be more persuasive.

---

## The Audience Needs to Trust You

Credibility is key to the success or failure of a presenter. The whole speech rests on credibility, if they don't trust you, they won't listen. You build your credibility by how you are dressed, how you are introduced, how you tell the audience why you are competent in this area helps the audience listen. In my story, our credibility came from the name of the big company that used our parts.

Your credibility helps create trust and trust is essential to persuasion.

### Ethos: Credibility

Ethos (credibility) is all about your character, your intentions, your good judgment, as well as your respect for yourself, your speech, and your audience. Aristotle said there are three components of ethos and all three should be employed.

- **Phronesis** (froh-nee-sis) practical wisdom. Prudence. It implies good judgment and excellence of character and habits.
  " To do the right thing in the right place, at the right time, in the right way." -Carr
- **Arete** (ah-reh-'tay) is the moral virtue of your argument. It refers to excellence of any kind but when applied to speech it means to persuade in a morally virtuous way.

- **Eunoia** (you-noh-iea) is the goodwill you establish. It is what happens when a speaker considers the audience and cultivates a relationship of trust with them.

**Watch How can you change someone's mind? (hint: facts aren't always enough) – Hugo Mercier (3 mins) on YouTube** (https://youtu.be/58jHhNzUHm4)for the connection between what we have just discussed on credibility and audience needs.

## Make it Do-Able

Persuasion needs to be doable. Be specific with what you want the audience to do. Are you wanting them to consider an opposing viewpoint? Are you wanting them to donate blood? Are you wanting them to give to a charity? Are you wanting them to see the value of a liberal arts education? Are you wanting them to buy your product? Tell them specifically what you want.

To make your persuasion effective, you need to make it achievable by being specific about the desired action from your audience. This could be encouraging them to consider an opposing viewpoint, donating blood, giving to a charity, seeing the value of a liberal arts education, or buying your product.

Giving realistic goals is another way to make it achievable. For example, a health and fitness program aimed at promoting healthy practices would be more successful if it encouraged participants to do chair yoga at their desk or add one more serving of fruit or vegetable to their diet, rather than asking them to run five miles a day. Similarly, in sales or donor engagement, it's important to set realistic goals based on the audience's financial means or stock only the most popular items to test customer satisfaction.

Lastly, telling the audience how to accomplish what you've asked for will make it easy for them to comply. For example, if you are promoting a tourist attraction, you could show them on a map where it's located, share pictures of the experience, and tell them what to pack. By providing visual aids, you can help your audience to better visualize themselves doing it and increase their likelihood of following through with your request.

## Overcome Objections

When you're trying to sell something or persuade someone, it's important to be prepared for objections. In a one-on-one sales pitch, you might ask, "Is there anything that's holding you back?" When you're giving a persuasive presentation, you can do the same thing, but in a more subtle way.

Think of getting a flu shot – you're given a small dose of the flu to build immunity for the future. In the same way, giving someone a small dose of an opposing argument can help them prepare for future persuasion attempts. This is called **inoculation theory.**

You can do this by **forewarning** your audience of what they might hear from the other side. For example, if you're trying to persuade someone to try chiropractic treatment for headaches, you might say, "You may hear that chiropractors are just trying to get your money, but my own experience has been..." By warning them and helping them think about how they might argue for their side, you're building their immunity.

Another way to overcome objections is by preemptively addressing counterarguments. This is called *refutational preemption.* Think about what objections your audience might have and address them in your presentation. For instance, if you're trying to sell aftermarket diesel engine parts, you might imagine they'll object because your product isn't a name-brand. In response, you could say, "Let me tell you why the quality of our product is equal to the competition" and show them data and statistics.

When you're inoculating your audience, make sure you don't make the other side's argument too strong, or they might end up agreeing with them. Also, don't misrepresent the other side's position, as that would be unethical and could hurt your credibility.

**Try This**

When working on a persuasive presentation ask several people, "Why might someone object to this?" or "Why might someone not want to try this?" When they answer. Resist the temptation to justify. Don't be defensive, just listen and write down the things they say. Go back to your speech and see how you might preemptively deal with those objections in your presentation.

## Look for Agreement

When someone says, "No." Their whole body begins to disagree. They may lock their jaw, squint their eyes, or cross their arms. Keeping your speech positive and seeking agreement can draw an audience into your topic. Dale Carnegie in his famous book, *How to Win Friends and Influence People* suggested getting the audience to say, "Yes" multiple times. Even better if they nod yes as well. "Can we agree tuition is too high–yes. Can we agree it is hard to eat healthy as a college student–yes. Can we all agree...fill in the blank...yes?"

## Begin with the End in Mind

When thinking about your persuasion speech, ask yourself how you will measure success? Success in speech class should always be more than the grade you earned. Earnestly try to persuade your classmates of something that will make their lives better.

For example, a student group successfully convinced the city to add a traffic signal in front of their college, potentially saving lives. Another student recommended a weekend trip to Quebec City and several classmates followed through, thanking them for the recommendation. Measurable success can also come from changing attitudes, even if it's not immediately tangible. Sometimes success means simply getting the word out or planting a seed that will eventually persuade others. Make sure to write down your desired outcome and what you hope to achieve with your speech.

**Always begin with the end in mind.**

---

At this point, watch a persuasive speech and draw your attention to a few key elements. This video has to be watched on the TED YouTube channel.

## Persuasion to Change Your Behaviour

**Watch Less stuff, more happiness (6 mins) on TED** (https://www.ted.com/talks/graham_hill_less_stuff_more_happiness)

*I'm not saying that we all need to live in 420 sq. ft. But consider the benefits of an edited life. Go from 3,000 to 2,000, from 1,500 to 1,000. Most of us, maybe all of us, are here pretty happily for a bunch of days with a couple of bags, maybe a small space, a hotel room. So when you go home and you walk through your front door, take a second and ask yourselves, "Could I do with a little life editing? Would that give me a little more freedom? Maybe a little more time?"*

**NOTICE**
He tells you what he wants you to do, and he makes it do-able. Notice how he slows down and changes his voice and the ending as he delivers his last words–"Good stuff."

**Source:** Hill, G. (2011). *Less stuff, more* happiness [Video]. TED. https://www.ted.com/talks/graham_hill_less_stuff_more_happiness

# Culture Makes a Difference

There are a lot of demographic differences that can influence how a person is persuaded, and an important one of those is culture. I want to focus on the biggest three cultural differences that can influence how you approach a persuasive speech.

## Individualism vs Collectivism

- Individualistic cultures stress the value of "I." People in individualist cultures typically value independence and uniqueness and are socialized to see themselves as separate and distant.
- Collectivistic cultures stress the value of "we." People in collectivistic cultures value group membership. They tend to work towards the good of the group and are more compliant with authority.
- A speech that tells the audience how to be independent or how to stand out above the crowd would appeal more to an individualistic audience where a speech that tells the audience how they can fit in and be part of the group would appeal more to a collectivistic culture.
- One study showed the difference in detergent ads. "Cleans with a softness that you will love" was preferred by individualistic societies vs "Cleans with a softness your family will love" was preferred by collectivistic societies.

## High vs Low Context

    - Low context cultures tend to be direct and linear. There is an emphasis on facts as the most important.
    - High context cultures tend to be indirect. Because of the indirectness, it may be harder to "read" the situation unless you have taken time to get to know the individual.
    - Doctor recommended would appeal more to high context individuals where a focus on the features and advantages of the product would be more persuasive to low context individuals.
    - A speech that is very specific and direct would appeal to a low context culture where a speech that implies or "hints" would appeal more to a high context culture.

# Persuasive Speech Pattern: Monroe's Motivated Sequence

There are many patterns you can use as you create your speech. We'll concentrate on Monroe's Motivated Sequence.

This model, designed by Alan Monroe, was originally designed for policy speeches but has been expanded to other types. Sales presenters take note, this one may be for you. Participants in one study appreciated this format because of how organized it makes presentations.

## Monroe's Motivated Sequence

### Attention:

Begin by capturing the audience's attention with a grabbing statement, a preview, and a credibility statement. For instance, if the speech is about the importance of healthy eating, the speaker could start with a startling fact such as, "Did you know that poor nutrition contributes to over 11 million deaths globally each year? As a certified nutritionist with 10 years of experience, I'm here today to shed light on the importance of making healthier food choices."

### Need:

This step aims to create a sense of urgency or establish a need for change. Present evidence or examples that highlight the need. Continuing with the topic of healthy eating, the speaker could provide statistics on the rising rates of obesity and chronic diseases caused by poor diets, emphasizing the negative impact on individuals' health and quality of life.

### Satisfaction:

In this step, you satisfy the need with a plan to address it Present concrete steps or strategies that can satisfy the need established in the previous step. In the context of healthy eating, the speaker could discuss the benefits of a balanced diet and propose practical tips for incorporating more fruits, vegetables, and whole grains into daily meals.

### Visualization:

Help the audience visualize the benefits of implementing the proposed solution. Paint a vivid picture of the positive outcomes that can be achieved. Using the healthy eating example, the speaker might describe how individuals who adopt healthier eating habits experience increased energy, improved mood, and reduced risk of chronic diseases. Additionally, they could share success stories of individuals who have made positive changes to their diets and reaped the rewards.

### Action:

Tell the audience exactly what you want them to do.  This step includes reviewing the main points, providing a specific call to action, and delivering a closing statement. In the case of promoting healthy eating, the speaker could summarize the key benefits of adopting a balanced diet, urge the audience to start making small changes immediately, such as replacing sugary drinks with water, and conclude with an empowering statement like, "Together, let's take charge of our health and make nutritious choices for a better future."

## Applying Monroe's Motivated Sequence to persuade an audience

**Watch Overworking's impact on life: The importance of balance (6 mins) on YouTube**
(https://youtu.be/pyYtSWkVmSc)

In this presentation created for *Dynamic Presentations* at Georgian College, Joshua Morgan uses Monroe's motivated sequence to persuade his audience to try to establish a healthy work-life balance. He starts by grabbing his listener's attention and highlighting the negative consequences of overworking; then, he moves on to establish the need for a better way of working. Next, he presents the solution – a work-life balance – and emphasizes its benefits. Finally, he provides some strategies for his audience to achieve a work-life balance and emphasizes the importance of self-care. His message is that we can change our own lives and those of others by not following society's norms of overworking.

**Source**: Morgan, J. (2023). *Overworking's impact on life: The importance of balance* [Video]. https://youtu.be/pyYtSWkVmSc

Words are powerful. When you are given the privilege of standing before a group of people, they have given you the gift of time. You owe it to them to give them something worthwhile. You now have some powerful persuasive tools, use them wisely, apply them ethically.

# The Science of Persuasion

Photo by Campaign Creators, used under Unsplash license

> Don't raise your voice, improve your argument.
>
> —— Desmond Tutu, human rights activist

Understanding persuasive strategies, like the Elaboration Likelihood model and Judgement Heuristics can help you develop your approach to your next persuasive speech. By applying these principles effectively, you can strategically approach your presentation to address the audience's needs.

# Elaboration Likelihood Model

The Elaboration Likelihood Model, developed by Petty and Cacioppo, explains how persuasion works in different situations. It suggests that there are two routes to persuasion. When we think carefully about our decisions, considering personal involvement and relevance, we are taking **the central route**. On the other hand, when we don't think deeply due to various factors like the situation, mood, or the insignificance of the decision, we are taking **the peripheral route**. The peripheral route involves making decisions based on factors other than deep thought, such as authority.

Understanding these different routes of persuasion can help you design effective persuasive arguments for your speech. It's important to decide whether you want to engage in thoughtful persuasion or peripheral persuasion.

## Elaboration Likelihood Model–What's the Big Idea?


Central path considers cost, insurance, safety, reliability, reviews, Fuel efficiency. Peripheral path considers colour, fluffy dice, sex appeal, looking wealthy and big wheels. "Routes of ELM" by Joe1992, licensed under CC BY-SA 3.0

- If you want your persuasion to be long-lasting, persuade them via the central route. Offer facts, data, and solid information
- If you want a quick persuasion where they don't put much thought into it or if your audience is not very knowledgeable, tired, or unmotivated, persuade them by the peripheral route.

# Judgmental Heuristics

As you use persuasive strategies, be careful to avoid common fallacies.

Fallacies–Warning! Deceptive,

In Elaboration Likelihood Model, we find that people are persuaded in one of two ways– because they are thinking about it–the central route–or they are not thinking about it–peripheral.

Judgmental heuristics, as researched by Robert Cialdini, refer to mental shortcuts or rules of thumb that people use to make quick judgments or decisions. These heuristics are cognitive strategies that

help simplify complex information processing and enable individuals to make rapid assessments or choices based on limited information.

Cialdini identified several specific judgmental heuristics, including:

Hateful Speech Coming Your Way – Dynamic Presentations (#chapter-fallacies)

## Authority

People tend to rely on the expertise, status, or credibility of an authority figure or source to make judgments or decisions. This heuristic leads individuals to assume that information or recommendations from authoritative sources are more valid or accurate.

## Liking

People are persuaded by those they like–that is obvious. What is not so obvious are the ways that liking can be enhanced–similarity, compliments, and concern. People are more likely to like people who dress like them. If you are giving a speech to a group in ties, you should dress formally. If the group is more of a T-shirt and khakis type, you shouldn't dress as formally. People like people who are similar. By researching your audience well, you can find ways to look for common ground.

Another way to enhance liking is with a sincere compliment. I'm not talking about a cheesy, overly flattering type. I am also not suggesting that you lie. I am saying that you can find something to like about them and let them know. In her TED Talk, Lizzie Valasquez had a very enthusiastic front row and she looked down and said, "You guys are like the best little section right here." Finally, people like those who are passionately concerned about an issue. As a speaker, don't aim to be perfect, aim to be passionate.

## Commitment Consistency

Commitment/consistency has to do with finding something that people are already demonstrating a commitment to and then encouraging them to act in a consistent manner. People tend to align their behaviors, beliefs, and choices with their past commitments or previous actions. If you see someone carrying a water bottle, you can say, "I see you are committed to health. I notice you take that bottle with you to all your classes. I would like you to think about one more thing that can influence your health." In this example, you find something that a person is committed to and you encourage them to be consistent.

When you research your audience, find things that they care about and touch on those as you encourage them to be consistent. When I spoke to community groups as a fundraiser, I would look up their mission and it often involved something about helping people so I might say, "I see from your mission that you are community-minded. I would like to share with you one more way that you can carry your mission into this community by helping."

## Social Proof

People look to other people to know how to act. This heuristic is based on the assumption that if many others are doing something, it must be the correct or appropriate course of action.

If you are doing a persuasive speech on a product, you can ethically persuade using social proof by showing how many stars a product has or you could read a poll about how many people support a measure. You can also interview those who are similar to your audience and then report back your findings. Talking about what Instagram and YouTube influencers believe can be powerful if it is someone the audience cares about.

Each of these judgmental heuristics carries with it the danger of abuse, so it is important to be ethical in your use of persuasion. I would be remiss if I didn't mention to you that when it comes to social proof, it can become a bandwagon fallacy. Take for example fad diets. Just because they are popular, doesn't mean they are healthy. Just because everyone thinks it is true, that doesn't mean that it is true. When persuading using social proof, we want to ethically show why others like something and avoid the bandwagon fallacy which assumes that just because a lot of people like something that it must be good.

## Scarcity

People hate to miss out on things which is why scarcity as a persuasive tool is so powerful. Scarcity can happen because there is not very much of something, (limited numbers) or there is not very long to get it, (limited time) or the information is restricted (limited information). As a speaker, you can encourage your audience to act immediately because the deadline is coming soon or to buy a product because they are likely to sell out.

People hate to have their options limited. "Don't tell me I can't have it because then I want it." Researchers talk about this in terms of psychological reactance. Psychological reactance is a heightened motivational state in reaction to having our freedoms restricted. This, in part, explains why ammunition sales skyrockets under the threat of gun control measures and why teenagers fall even more madly in love when parents forbid them to date. Leveraging psychological reactance ethically can be tricky, but it can de be done. "There are just 20 more days until the election to research your candidate" or "concert tickets usually sell out the first few hours so if you want to go you have to be ready." These are honest statements that can encourage the audience to act.

## Reciprocity

We feel obligated to repay others when they do us a favour or give us a gift. We're more likely to do something for someone who has previously done something for us.

Jane McGonigal in her TED Talk, *The Game that Can Give You 10 Extra Years of Life*, said: So, here's my special mission for this talk: I'm going to try to increase the life span of every single person in this room by seven and a half minutes. Literally, you will live seven and a half minutes longer than you would have

otherwise, just because you watched this talk." She is promising to give us something in exchange for our time so we feel the pressure to listen.

## Unity

People want to feel a sense of unity with a group. This group can be everything from their favorite sports team to whether they or dog or cat lovers. Finding ways to help the audience feel like a special group or like they are part of something, can be important to persuasion. "Join the club," "be one of us," "as Razorback's we all feel..." are examples of how that is used. Another way to activate the principle of unity is to use insider language (if you are part of the group if not, it comes off as sucking up or cheesy).

### Judgmental Heuristics–What's the Big Idea?

- People take shortcuts when making decisions: authority, liking, commitment and consistency, social proof, scarcity, reciprocation, unity.
- It is important to be ethical when you use shortcuts.

---

*You cannot reason people out of a position*
*that they did not reason themselves into.*
*—— Ben Goldacre, Bad Science*

## Key Takeaways

Remember This!

- Audience needs are key.
- The audience needs to "see" to be persuaded.
- Credibility is essential.
- Persuasion needs to be doable.
- Look for agreement.
- Overcoming objections.
- Consider how you will measure success.
- Consider cultural differences.
- The Elaboration Likelihood Model assumes that people are persuaded via a thinking (central) or nonthinking (peripheral) route.
- Judgmental Heuristics is using shortcuts to decide. These shortcuts are authority, commitment/consistency, unity, reciprocity, liking, scarcity, social proof.

---

# Attribution & References



## References

Allen, M. (2017). *The sage encyclopedia of communication research methods* (Vols. 1-4). Thousand Oaks, CA: SAGE Publications, Inc doi: 10.4135/9781483381411

Aristotle. (1999). *Nicomachean Ethics* trans. Terence Irwin. Hackett.

Banas, J. A., & Rains, S. A. (2010). A meta-analysis of research on inoculation theory. *Communication Monographs, 77*(3), 281–311. https://doi.org/10.1080/03637751003758193

Boundless (n.d). Types of Persuasive Speeches. *Boundless Communications.* https://courses.lumenlearning.com/boundless-communications/chapter/types-of-persuasive-speeches/

Carnegie, D. (2009). *How to win friends and influence people.* Simon and Schuster.

Cialdini, R.B. (2016). *Pre-suasion: A revolutionary way to influence and persuade.* Simon and Schuster.

Cialdini, R.B. (2009). *Influence science and practice.* Pearson.

Clapp, C. (2019). How to persuade others. Learn about your listeners, tailor your speech to their needs, and brush up on your Aristotle. Toastmaster's International. https://www.toastmasters.org/magazine/magazine-issues/2019/apr/how-to-persuade-others

Compton, J., Jackson, B., & Dimmock, J. A. (2016). Persuading others to avoid persuasion: Inoculation theory and resistant health attitudes. *Frontiers in psychology*, *7*, 122. https://doi.org/10.3389/fpsyg.2016.00122

Gass, R.H. & Seiter, J.S. (2014). *Persuasion, social influence, and compliance gaining.* Pearson

Goldwater, B. Bad science quote. Goodreads.

Hogan, K. (1996). *The psychology of persuasion: how to persuade others to your way of thinking.* Pelican.

Koo, M. & Shavitt, S. (2010). Cross-cultural psychology of consumer behavior. https://doi.org/10.1002/9781444316568.wiem03041

Martin, S. (2010). Being persuasive across cultural divides. *Harvard Business Review.* https://hbr.org/2010/12/being-persuasive-across-cultur

Micciche, T., Pryor, B., & Butler, J. (2000). A test of Monroe's Motivated Sequence for its effects on ratings of message organization and attitude change. *Psychological Reports. 86*(3 Pt 2), 1135–1138. https://doi.org/10.2466/pr0.2000.86.3c.1135

McGuire W. J. (1961). The effectiveness of supportive and refutational defenses in immunizing and restoring beliefs against persuasion. *Sociometry 24*, 184–197. https://doi.org/10.2307/2786067

McGuire, W. J. (1961). Resistance to persuasion conferred by active and passive prior refutation of the same and alternative counterarguments. *The Journal of Abnormal and Social Psychology, 63*(2), 326–332. https://doi.org/10.1037/h0048344

O'Keefe, D. (2008). *The international encyclopedia of communication*. John Wiley and Sons.

Petty, R.E. & Cacioppo, J.T. (1984). Source factors and the elaboration likelihood model of persuasion. *Advances in Consumer Research, 11*, 668-672.

Tutu, D. (2004). *Address at the Nelson Mandela Foundation in Houghton, Johannesburg, South Africa. Goodreads.*

Wilfred, C. (2005). What is the philosophy of education? *The Routledge Falmer Reader in the Philosophy of Education.* Routledge.

Wright, G. & Ferenczi, N. (2018). Cross-cultural dimensions impacting persuasion and influence in security contexts. *Center for Research and Evidence on Security Threats*. https://crestresearch.ac.uk/comment/cross-cultural-dimensions-impacting-persuasion-and-influence-in-security-contexts/