

## Persuasive Speech

### APSU Writing Center Handout

A persuasive speech aims to convince the audience to adopt a particular viewpoint, belief, or course of action. The goal is to influence how the audience thinks or behaves.

Persuasive speeches often address facts, values, or policies, and may appeal to:

- **Pathos:** emotions and personal connection.
- **Logos:** logic, evidence, and reasoning.
- **Ethos:** credibility, ethics, or moral authority.

### How to Choose a Topic

Use the basic questions: Who, What, When, Where, Why.

#### Who

**Examples:** Who is the audience and why should they care? Who might change their perspective after hearing this speech?

#### What

**Examples:** What topics interest you? What topics will interest your audience? What information can you research and support with evidence?

#### When

**Examples:** When will you present, and how much time do you have? When can you explore a topic in depth?

## **Where**

**Examples:** Where will the speech take place? Where can you access materials for your presentation?

## **Why**

**Examples:** Why is this topic important? Why are you motivated to speak about it? Why should the audience change their opinion on the topic?

## **Persuasive Speech Topic Examples**

Should all students be required to learn an instrument in school?

Are there any circumstances in which athletes should be allowed to use steroids?

Should schools still teach cursive handwriting?

## References

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