

# T.I.P.S.

## The Speaking Center Presents: Techniques to Improve Public Speaking

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Convenient and simple techniques or suggestions to help improve in a variety of public speaking areas.

### Methods of Persuasion: Ethos

Typically, there are 4 ways listeners are persuaded by speakers:

- Perceived credibility of the speaker
- Good, strong evidence
- Strong reasoning
- Speaker's emotional appeals

To enhance credibility, a speaker should...

- Describe their competence on the topic
- Find common ground with the audience
- Deliver the speech clearly, and confidently

To be persuasive, speakers must use evidence, such as...

- Examples, statistics, and testimony

Persuasive speakers often use causal reasoning:

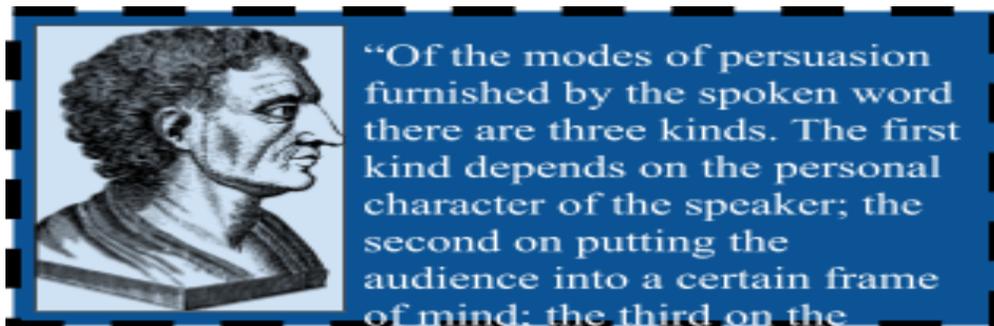
- Causal reasoning establishes a relationship between a cause and effect

A speaker's emotional appeal plays an important part in persuading:

- Emotional appeals are intended to evoke a feeling in the audience (sad, guilty, happy, fearful, angry, etc.)

Speakers can generate emotional appeal by...

- Using emotionally charged language
- Using vivid examples
- Speaking with sincerity and conviction



Reference: Lucas, S. (2015). The art of public speaking (12 ed.). McGraw-Hill Education