

Public Speaking
Unit 7, Chapter 10 Persuasion and Rhetoric
Please define the following words.

Name: _____

apathetic audience

argument

cause-effect format

casue-effect reasoning

comparison and contrast format

deductive reasoning

ethos

evidence

inductive reasoning

labeling format

logos

Monroe's Motivated Sequence

neutral audience

opposed audience

pathos

persuasion

positive audience

problem-solution format

qualitative evaluation

quantitative evaluation

question of fact

question of policy

question of value

reasoning

sequential format

situation

Please answer the following questions.

1. What are the three types of persuasive speeches?
2. What kinds of things can serve as evidence or proof of an argument in a persuasive speech?
3. What are some tips for using cause-effect reasoning in a persuasive speech?
4. What are the five steps in the method of structuring a persuasive argument called Monroe's Motivated Sequence?