

Name: _____

PREPARING TO PARTICIPATE
Chapter 16: Understanding Persuasive Principles

(Student Preparation—Knowledge)

(Student Participation—Application)

16.1 Persuasive Speaking

What reasons does the text mention for studying persuasion? What is persuasive public speaking? What are the goals of persuasive public speaking?

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How is persuasive speaking different from informative speaking? How does the role of the audience change?

16.2 Fact, Value, Policy

What are questions of fact, value, and policy? What are the burdens of proof for each?

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What are the implications of not providing a burden of proof in a persuasive argument?

16.3 Organizational Patterns

What organizational patterns are best for questions of fact, value, and policy?

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How do you decide which pattern is most appropriate for your topic?