

# Using Language to Persuade: Oral Presentation on an Issue

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## *Task*

To prepare and present an oral presentation on an issue to the class: 3-5 mins in length

## *Step One*

Choose your Issue

### *What is an issue?*

- An issue is a topic that has a range of points of view.
- An issue will have points of view that you can create a contention and arguments about.
- People respond to issues depending on their age, beliefs, gender, education, culture, religion etc
- An issue will be something that people care about.

## *Step Two*

Research your topic

- Do lots of research before you decide your contention
- Research as many points of view as you can find
- Decide your contention

## *Step three*

Plan your presentation

- Decide which arguments will best support your contention
- Consider what persuasive features will have the best effect on your intended audience
- Consider what evidence, visual information, props, style, tone and format will work the best for your audience and your issue

## *Step four*

Write your speech

- Refer to the rubric
- Sequence your ideas: Introduction, body, conclusion
- Remember that **spoken** language is different to **written** language
- Draft and edit your speech *many* times
- Ask yourself.....is it interesting? Is the contention clear? Do the language and visual features I have chosen persuade the reader to accept my point of view?
- If the answer to any of the above questions is 'No' rethink your ideas and rewrite your speech

## *Step Five*

Put your presentation 'together'

- Link the visuals/props with the arguments you are making
- Make sure the format of your speech suits your content
- Consider the tone of voice and emphasis you will use when making particular points.
- Practise your presentation with family and friends. This will help with pace and timing. Incorporate their feedback into improvements.
- Practise your speech to the point that you don't need to read it from the sheet.
- Prepare palm held cards.... just in case
- Consider strategies that you can use in case of nervousness, distractions or questions that you may be asked.
- Think of ways that you can make sure you use eye contact and gestures in your presentation

### *Step Six.*

Critically evaluate your work so far.... Check it for...

- Is it a persuasive presentation on an issue?
- Have you conserved and used a range of different language techniques to persuade the audience?
- Is your presentation suitable for the intended audience?
- Are you going to *present* rather than *read* it. Reading from the screen is barely better than reading from a sheet. If you are going to create a PowerPoint or Prezi, make sure your slides **support** your arguments but do not **become** your arguments.

*Below are the skills and understandings from the study design for outcome three. To what extent have you demonstrated these skills and understandings?*

On completion of this unit the student should be able to identify and analyse how language is used in a persuasive text and to present a reasoned point of view in an oral or a written form.

- critically analyse the use of language in the presentation of ideas, arguments and evidence;
- use appropriate metalanguage to identify and analyse how verbal and non-verbal (including visual) language is used by the authors of texts to persuade readers and viewers in particular ways;
- plan and construct a point of view in written, oral or multimodal form on a selected issue;
- listen actively and respond constructively to others' views during discussion;
- use the conventions of spelling, punctuation and syntax of Standard Australian English