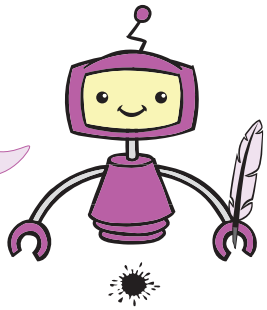
All for one

Back in Module 6, you met the three musketeers of persuasive writing: Logos, Pathos and Ethos, and their companion d'Artagnan. I bet you've missed those dashing fellows. Well, they're back, and this time you're going to join forces with them to write the most persuasive piece of writing ever written ...



LINKS TO:
Stage 3, Module 13
Learning Object 4: *Turn left at the next intersection*

PRIOR LEARNING:

Stage 3
Module 6 Work Sheet 3: *The three musketeers*

1 ... and one for all

As you have learned in Module 6, Work Sheet 3, *The three musketeers*, persuasive writing often draws on the three modes of persuasion.

Ethos aims to convince a reader about your cause through your sense of authority on the topic, and how credible you are as a speaker or writer.

Logos aims to convince a reader through the use of logic. Two forms of logic are:

- **inductive reasoning**, where you argue from a particular example to a general conclusion
- **deductive reasoning**, where you argue from a general truth to a particular conclusion.

Pathos aims to persuade the reader by an appeal to emotion.

You have also learned about some other strategies you can use, such as using value statements, humour, rhetorical questions and high-flown language.

Stand up and be heard

One of the most common uses of persuasive writing, other than advertising, is in speeches.

Speeches, particularly political speeches, often aim to convince listeners of something. The speaker may want their listeners simply to agree with them, but more often they want their listeners to act.

Stimulating an audience to act is at the heart of persuasive speech-writing. Most of the time, it is not enough to convince the audience that you are right, you want to convince them to take action, such as:

- voting to support a person or group (such as a political party)
- voting to support a motion at a meeting
- changing an aspect of their personal behaviour
- signing a petition or writing to a person who is responsible for making a decision.

Changing the world

The political leader Mahatma Gandhi once said:

> *Anda harus menjadi contoh dari perubahan yang ingin Anda lihat terjadi di dunia ini.*
> You must be the change you want to see in the world.

Gandhi was a talented speaker, whose words motivated his listeners to political and spiritual action.

If you could change one thing about the world as it is today, what would it be?

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If you were invited to give a speech at a youth forum about the future, what topic would you address?

How would you convince your listeners not just that you are right, but that they should take action to support your cause?

What action would you invite them to take?

Let's prepare a speech for the International Youth Forum on the future ...

Exercises

Exercise 1

Preparation

Every year, the International Youth Forum is held. Young people from around the world are invited to attend, and to give speeches inspired by the Forum's theme. This year, the theme is 'Hopes and Dreams'.

The Forum's organisers have sent the following information to all the invited speakers, including you!

> Tahun ini dengan gembira kami akan memfokuskan diri pada masa depan dengan tema 'Harapan dan Impian'. Masing-masing pembicara diharapkan untuk memberikan sebuah pidato yang berhubungan dengan tema ini selama lima belas menit. Kami ingin mendengar masalah penting apa yang menurut Anda dihadapi oleh kawula muda masa kini sementara mereka melihat ke masa depan. Harapan dan impian seperti apa yang mereka miliki? Apakah impian tersebut akan dengan mudah tercapai? Apa yang harus kita lakukan untuk mencapai impian kita di masa depan itu?
>
> Dalam batasan tema 'Harapan dan Impian' yang luas itu, fokus pidato Anda harus pada salah satu alur pembicaraan yang ada dalam Forum tahun ini:
>
> - Masa depan Pendidikan
> - Masa depan Lingkungan
> - Masa depan Kesehatan
> - Masa depan Wanita dan Anak perempuan
> - Masa depan Pria dan Anak laki-laki
>
> Pidato Anda harus menyertakan pernyataan yang jelas mengenai tema pidato Anda: masalah apa yang Anda bicarakan?
>
> Pidato Anda harus menyertakan pernyataan yang jelas mengenai tindakan apa yang bisa diambil, tidak saja oleh kawula muda lainnya yang menjadi pendengar Anda, tapi juga oleh orang lain, seperti politikus atau pemimpin dunia lainnya.

1.1 The first step in planning your speech is to identify a topic. First, you should identify which 'stream' of the forum your speech will fit in by ticking the box next to that general topic.

- ❑ Masa depan Pendidikan
- ❑ Masa depan Lingkungan
- ❑ Masa depan Kesehatan
- ❑ Masa depan Wanita dan Anak perempuan
- ❑ Masa depan Pria dan Anak laki-laki

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1.2 **Now you can narrow down your topic, by choosing a particular focus within the stream. Write the focus of your speech in a single sentence, in Indonesian.**

1.3 **Use the space below to write down as many ideas, phrases, or quotations as you can think of that relate to your chosen topic. You should also do some research to flesh out your existing knowledge of the topic.**

Your final piece of writing will be in Indonesian, so you should include as many Indonesian words and phrases as you can.

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Exercise 2

Planning

Now that you have generated some ideas, and conducted some research into your chosen topic, it is time to use your knowledge of persuasive writing techniques to plan your speech.

2.1 It is time to call on the power of Ethos!

2.1.1 How can you convey to your audience that you are a credible speaker?

Write some notes, in English, about what you can include in your speech to convince your audience that you have authority and credibility.

Hint! Remember in Module 6, Work Sheet 3, *The three musketeers*, you read part of a text about Indigenous women's health in which the speaker used ethos in two ways: they referred to their relevant life experience, and they quoted statistics from a reliable source.

2.1.2 Write two sentences, in Indonesian, in which you use ethos to persuade your audience.

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2.2 It is time to call on the power of Logos!

When you learned about logos, you discovered that there are two kinds of logic you can use to strengthen a piece of persuasive writing: inductive reasoning, and deductive reasoning.

Remember that you should always aim to use strong reasoning, rather than weak reasoning, in your persuasive writing.

2.2.1 Let's build some examples of inductive reasoning you can use in your speech.

First, select a particular piece of evidence, perhaps something you identified in Exercise 1.3, and then write two sentences, in Indonesian, in which you draw a general conclusion based on that piece of evidence.

2.2.2 Now, let's write some examples of deductive reasoning you can use in your speech.

Select a general statement about your topic, perhaps something you identified in Exercise 1.3, and then write two sentences, in Indonesian, in which you draw a precise or particular conclusion based on that evidence.

2.3 It is time to call on the power of Pathos!

How can you appeal to your audience's emotions?

Write some notes, in English, about what emotions, or emotional stories, you can draw on to persuade your audience to support your cause.

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2.4 It is time to call on the power of d'Artagnan!

In Module 6, Work Sheet 3, *The three musketeers*, you learnt about some of the other strategies you can use in a piece of persuasive writing.

For each of the following, write at least two sentences, in Indonesian, that you could use in your speech.

2.4.1 Value statements

2.4.2 Humour

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2.4.3 Rhetorical questions

2.4.4 High-flown language

2.5 We have nearly finished planning the speech. The final thing to do is address the forum organisers' requirement that your speech include a call to action.

Your speech should include a clear statement of what action can be taken, particularly by the young people who are your audience, but also by other people, such as politicians or other world leaders.

In Indonesian, write a draft sentence or two in which you state what action people can take to support your chosen cause.

Exercise 3

Writing

Wow! You have got a great plan, now it is time to turn all that creative planning into a persuasive speech.

In Indonesian, use your notes and planning to write a three-minute speech about your chosen topic to deliver at the International Youth Forum.

Be sure to include examples of each of the different aspects of persuasive writing you have learned about in this work sheet.

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