
Communication Skills Building: Audience Appeal

— Global Tourism & Communication —
Day 3

Agenda

- Warm-Up Discussion
- Types of Attention Getters
- 3 Types of Appeals
- Activity



By the end of this lesson, you will have a better understanding of:

- **Basic organization for a speech**
- **Different ways to get an audience's attention at the start of a speech.**

Activity: Warm-up Discussions

Discuss the questions. It is okay if you do not get to all of the questions.

- What are the 3 purposes of speeches? Which type would you give?
- What is a good way to organize the ideas for a speech?
- If you make a speech, what words do you use to begin? What are some ways you can get the audience's attention at the beginning of a speech?
- What are you more convinced by—logic, emotions, or relationships?

Pick 1 person in your group to share something.

What to Consider

- Type of audience
 - Purpose of speech
(inform, persuade,
special occasion)
 - Topic
 - Occasion
-

Basic Speech Organization

Introduction

- Get the audience's attention
- Introduce the audience to your purpose and major topics for the speech (Thesis Statement)

Body

- Develop the major topics
- Add details

Conclusion

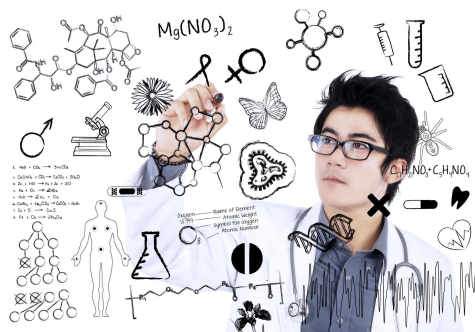
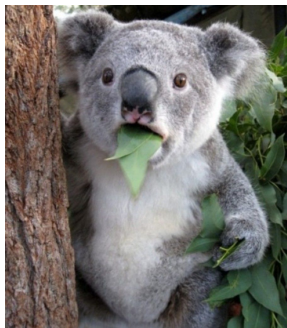
- Summarize the main ideas of the speech
- Leave the audience with a final thought.

Introduction

A good speech introduction:

- **Grabs the audience's attention.**
- Shows why the audience should listen.
- Establishes credibility.
- Outlines the thesis of the speech.
- Makes clear transition into the body of the speech.

What do these pictures make you think of?



Ask a Question



Creates audience interest

1. **Response question** = a question that the audience is expected to answer in some manner.
 - “How many of you have visited California—raise your hands please?”
2. **Rhetorical question** = a question to which no actual reply is expected.
 - “Are we a nation that tolerates the hypocrisy of a system where workers who pick our fruit and make our beds never have a chance to get right with the law?”

Ask a Question **but be Careful!**

Yes / No Questions

- “Have you ever wondered why so many people visit California?”

If the answer is “No,” then they might tune out.

You just have to know your audience.

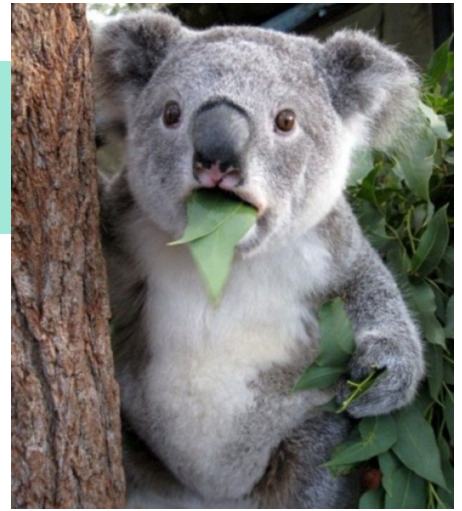
Shocking or Bold Statement

Make a bold statement

1. Shows passion for topic.
2. Emphasizes importance of topic.
3. Surprising statements often statistics and/or strange facts.
 - “Did you know that about 10 million tourists visit San Francisco’s Chinatown each year?”

A bold start can make powerful speech

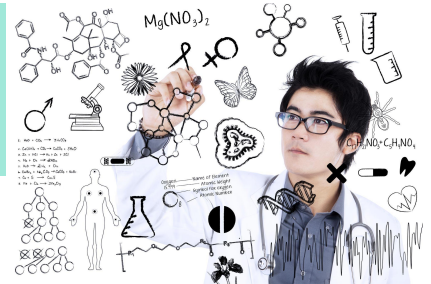
- “I have a dream!”



Definition

Gives the meaning of a term

- “The dictionary defines gossip as “casual conversation,” but gossip is in reality a much more negative interaction.”



Comparison

Make a comparison using a simile or metaphor

- “My life has been like a roller coaster.”
- OR “My life has been a roller coaster.”



Dilemma

Expresses a difficult choice to interest the audience

- “After college, I had to decide between a low-paying job that seemed like fun and a more mundane job that paid really well.”



Using a Quotation

Famous quotes are especially effective.

- Check quote for accuracy.
- Quote should relate to speech theme.



Use Humor

Makes audience feel relaxed.

- A joke or funny story (when used properly):
- “Breaks the ice” with audience.

BUT BE CAREFUL!

- Know your audience well for humor to work.
- If your joke is not funny, you may lose confidence.



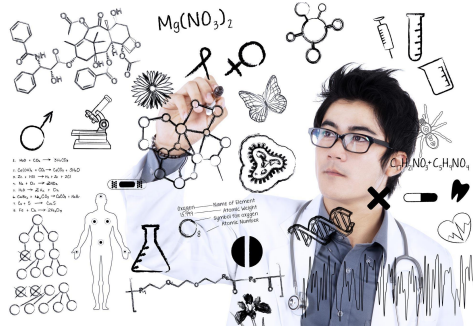
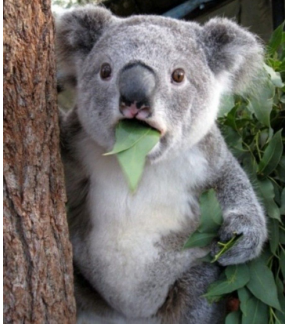
Tell a Story & Paint a Picture



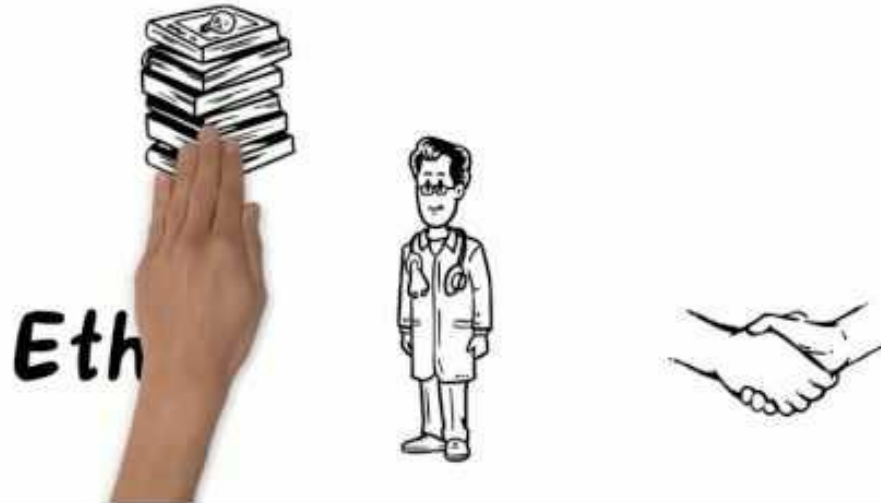
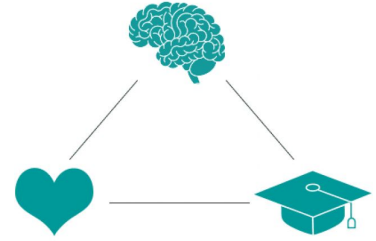
Create an emotion or scene that audience can relate to

- “Paint a picture” with your words
- Use words like “imagine” or “picture this” followed by descriptive words.
- Can be a personal, historical, or hypothetical story.

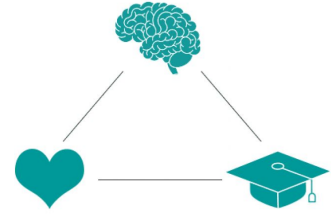
Which attention getter do you like most and why?



Three Ways to Increase Appeal



Three Ways to Increase Appeal

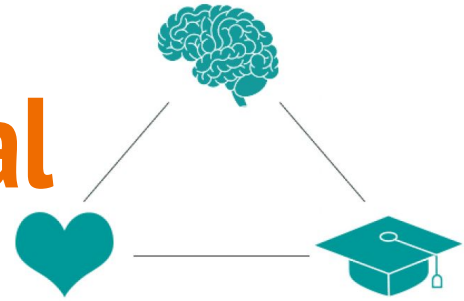


- Ethos: Character, Believability, Authority
- Pathos: Emotion, Passion, Humor, Heart
- Logos: Logic, Mind, Brain, Numbers, Facts



Three Ways to Increase Appeal

Logos: Persuading through logic and reason



- “More than 726 million people have visited Disneyland in California.”

Ethos: Persuading by establishing you are trustworthy

- “This restaurant is highly rated by the Michelin Guide.”

Pathos: Persuading by appealing to emotions

- “San Francisco is one of the most romantic cities in the world!”

Want to test yourself?

Take the quiz and test your knowledge of pathos, ethos, and logos: [Quiz](#)

Activity: Create Attention Getters

- Choose a tourist attraction to talk about
- List 3-4 examples of “attention-getters” you can use. Why did you choose it?
- For each example, say if your attention-getter appeals to logic (logos), trust (ethos), emotion (pathos), or a combination?

Your group will present, and everyone needs to speak!