**Persuasive Speech: Background Story Brainstorm**

The first step to writing a persuasive speech is identifying the exigency. Once you understand why you need to speak to this issue, you can then select your intended audience and define your purpose. Use this graphic organizer as a preliminary step in the writing process.

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| **EXIGENCY:** | *A pressing or urgent situation.**The state requiring immediate attention.* |
| 1) List 5 issues that you are personally interested in that you feel require immediate attention. Issues could be related to politics, the environment, human rights, science, the arts etc.1) 2)3) 4) 5)  | 2) After you have thought of several options, you will need to pick one issue to address through speech. Consider picking the topic that:-you have the strongest opinions on-you are most knowledgeable about-has the strongest sense of urgency-will captivate the audience’s attentionIn 2-3 sentences, explain why the issue of your choice requires immediate attention through speech: |

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| **INTENDED AUDIENCE:** |
| 3) Before selecting who your intended audience will be, brainstorm everyone who is involved with this issue using the web below. Consider the following types of people and whether they are related to your issue: *Leaders, authority figures, managers, directors, instigators, rule breakers, supporters, opponents, activists, victims, the alleged, the guilty, the innocent, the witness etc.* This step may involve research! Be as specific as possible.  |
| 4) Looking critically at the above list, who would best suit the role of the: |
| SPEAKER\*Remember this person must feel the need to give a speech on this issue. | INTENDED AUDIENCE\*Remember this listener must be the person (or people) that the speaker targets to adopt a belief or to take action. |

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| **PURPOSE:** |
| To make this a successful speech you must convince the listener to: * Adopt a certain belief(s)
* Take action(s)

5) In regards to the issue that you chose in the exigency step, brainstorm all the possible actions and beliefs that you could convince your intended audience of.Then underline the options that are most effective and logical which will become the ‘purpose’ of your speech. |
| Necessary Action(s): | Necessary Beliefs(s): |