

Persuasive speech
Elevator pitches
Peer review

Peer review

Read through your partner's press-release

1. Check for the following:

- A clear introduction containing the problem-solution pattern and an attention grabber
- An engaging, catchy and informative headline
- The presence of popular style (but without resort to slang or idiomatic language; i.e. similar to that of a quality newspaper article)
- A closer examination of the solution (research topic/project) in the body paragraphs, including one or two quotes to reinforce credibility
- A conclusion that summarises the main points and ends in a forceful way (e.g. returning to the attention grabber at the beginning, making a memorable statement, making a call to action)

Peer review

2. Check that:

- The paragraphs contain clear topic sentences
- There is a clear logical flow (a strong thread or narrative running through the press release)
- The quotations are correctly formatted
- The text contains no grammatical errors (non-parallel structures, sentence fragments, tense issues etc.)
- The text is correctly punctuated



Aalto University
Language Centre

Elevator Pitches and persuasive speech

Teacher: Matthew Billington

The Elevator Pitch

What is an elevator pitch?



Elevator pitch

- Each person will give a 2-minute elevator pitch (10% of final grade; see grading rubric in MyCourses)
- Visuals are not necessary, but 1 slide is permitted
- Time and place: Väre, 17 April



Expectations

- Clear introduction, body and conclusion
- Strong delivery



Structure of your elevator pitch

- Introduction
 - Attention grabber
 - Thesis statement
- Body
 - Reasons + evidence
- Conclusion
 - Summary
 - Making your last words memorable

Problem-solution pattern

Problem-solution pattern (The Toulmin-Zappen Model)

Arguably, the most important pattern of organization in academic communication (written or spoken).

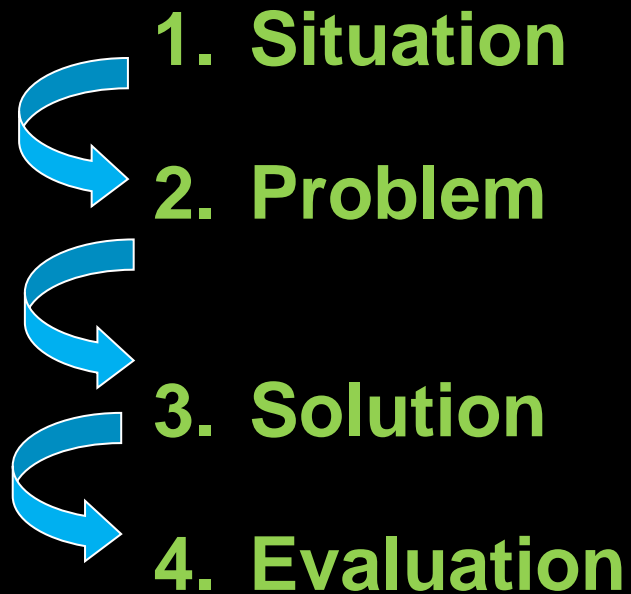
This model and its variants are commonly found in:

- Argumentative and evaluative critical thinking
- Conference papers, presentations
- Bachelor, Master's and Doctoral thesis introductions and abstracts
- Research articles



The Problem-Solution Pattern

Four rhetorical moves

1. Situation
 2. Problem
 3. Solution
 4. Evaluation
- 



If not, repeat move 3 & 4.



Brainstorming

What to include?

individual work

You have 15 minutes. Decide what you want to include in your elevator pitch.

- What will you talk about?
- What's your main message?
- Which arguments & evidence will convince the audience best?



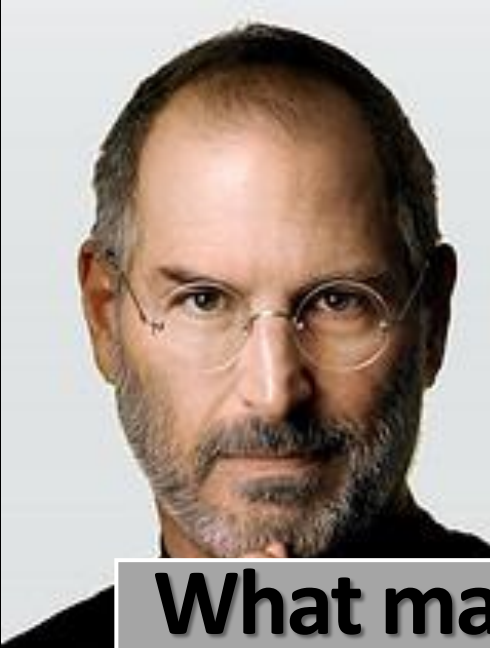
Share your topic with your partner

Discuss:

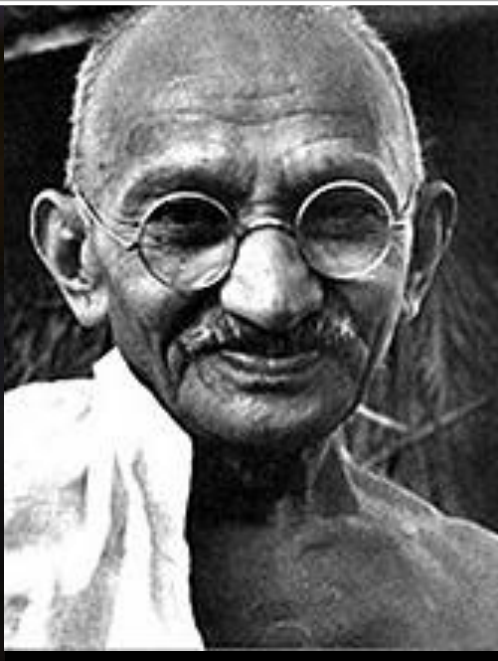
- Is the topic engaging/relevant to the audience?
- Is the main message convincing?
- Do the reasons and evidence effectively support the main message?



Modes of Persuasion



What makes a speech or presentation persuasive?



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Aristotle's Modes of Persuasion

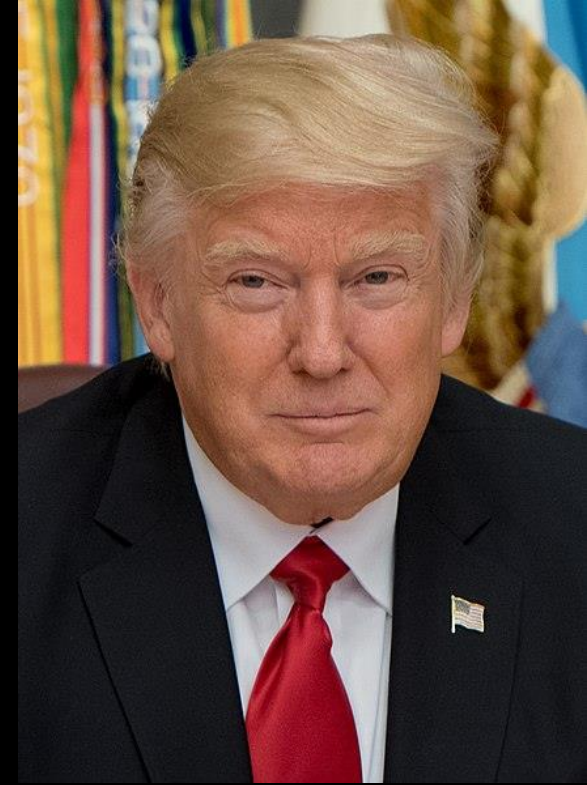
Ethos

Pathos

Logos

Ethos = credibility

- Character and reputation
- Trustworthiness
- Expertise on the subject
- Examples:
 - Qualifications of an expert witness in a court case
 - A researcher's citation score
 - A politician's perceived morality or intellectual capacity



Pathos = emotion

- Inspiration or motivation
- Sympathy, Humour, Sorrow, Shock,
- Guilt, Pride...
- Narrative tools:
 - anecdotes / personal examples, stories, jokes
- Language tools:
 - Metaphors (e.g. “life is a journey”)
 - Inspiring vocabulary (e.g. action verbs!)
- Examples: TV advertisements, slogans



Logos = logic & evidence

- Statements of evidence (facts, statistics) lead to logical conclusions
- Example: "Cigarette smoke contains over 4,800 chemicals chemicals, 69 of which are known to cause cancer."

The Art of Rhetoric

Which do YOU think is the most important mode of persuasion?

- **Ethos? (*Credibility*)?**
- **Pathos? (*Emotions*)?**
- **or Logos? (*Logic*)?**



Brainstorm

Individual / pair work

Can you include all three persuasive appeals in your pitch?

Group work

Share your ideas with the others in your group. Which would be the most effective in your case?



Analyse it!

Elevator pitches: your analysis

As you watch these pitches take notes about the following questions:

1. How does the speaker start & conclude the speech?
2. Is the main message easy to understand?
3. How would you rate the delivery?
4. Does the speaker successfully establish credibility and appeal to both emotion and logic?

https://www.youtube.com/watch?v=dqIEE-g_-Uc

<https://www.youtube.com/watch?v=n0BKBcSZaA0>

[2018 Elevator Pitch Winner, Flyer Pitch Competition \(youtube.com\)](#)

Introductions and Conclusions

Grab attention in your introduction with using the different rhetorical modes

For example:

- Start by asking a question to the audience
- Give some surprising statistics or an interesting fact
- Start with an anecdote or story
- Poll the audience
- Use humour
- Wow the audience with your expertise

First, think individually of some effective attention grabbers (10 minutes)

Then test them out in groups of four

Consider the rhetorical modes also in your conclusion!

- Briefly say what you've talked about
- Emphasise your main message
- End with some memorable last words!

e.g.

- Relate back to your original attention getter
- Make a startling or inspiring statement
- Call for action

Task: take a minute to note down some ideas for your conclusion

Time to put this all together

- Begin to construct your elevator pitch:
- Incorporate a problem-solution pattern and the three rhetorical modes
- Include a clear introduction with an attention grabber
- Include a clear conclusion that completes the circle, for example by returning to a question or statement made in the introduction

Homework

- Correct your press release according to peer feedback and submit for teacher feedback by Monday 25.3