This was a persuasive speech for advanced public speaking. Not only was it spoken verbally, but a power point presentation was used to back up the facts stated. Before presenting the speech, I asked that the audience imagine themselves in a situation of having children deciding on which high school to attend. My purpose was to persuade them to send their child to Nazareth Academy. By doing an audience analysis previous to the speech, I learned what my audience valued and what their knowledge of my topic was.

Since my audience was unaware of Nazareth Academy, I provided them with all of the basic facts they should know about the school. Because of their values I decided to promote Nazareth in terms of scholarship, service and student life. To then motivate my audience, I stated “You are all now forced with the decision of which high school to send your child to. I have many reasons why the school you should choose is Nazareth.” The issue of ethics was included when service was discussed. I mentioned how students must complete 20 hours of community service along with retreats, however students do not need to be Catholic and all are well respected. This would clear up any misconceptions parents would have about sending their child to a religious affiliated school.

I wrote my speech in the format of explaining fact by fact since my audience was not well aware of Nazareth Academy. While doing so, I gave them reason to believe that Nazareth was the best choice for their child, therefore persuading them. Another possible way I could have written my speech was by asking them to imagine themselves as the children rather than parents. I would then write the speech including more about fun activities and student life and pride more so than academics and financial aspects. I would also have visuals other than a slideshow and a possible handout because children love receiving things.