



SELF-LEARNING ACTIVITY 2

VOICE AND BODY ANALYSIS IN PERSUASIVE MESSAGES

OBJECTIVES

Observe the wide variety of resources offered to us by the voice and the body in persuasive speech.

TIME REQUIRED

10 minutes. 5 minutes to hear the speech and 5 minutes to analyse it.

NUMBER OF PEOPLE

Individual.

TECHNICAL REQUIREMENTS

A computer or tablet.

INSTRUCTIONS

1. Watch one of the following persuasive speeches by two well-known Youtubers:

Catalan: Jo tinc la paraula. Por de parlar en públic, by Laura Grau

<https://www.youtube.com/watch?v=E9uTDTDQP4c>



English: Hand Gestures and Body Language for Persuasive (Virtual) Presentations, by Riaz Meghji

https://www.youtube.com/watch?v=UOJvaEGappk&list=RDUOJvaEGappk&start_radio=1&t=15



2. Analyse the prosodic and gestural aspects that show the mastery of the ability to communicate with clarity and persuasion. Make a list of some of the gestures and main prosodic features that the speaker uses to organise and emphasise information and achieve a persuasive message.

SELF-EVALUATION AND REFLECTION GUIDE

The evaluation will be based on your analysis of the prosodic and gestural aspects. The important points to focus on are the following:

- The prosodic features that characterise persuasive speech are: (a) clear articulation, (b) agile and fluent rhythm, and (c) varied intonation.
- The gestural features that characterise persuasive speech are (a) an open body posture that connects with the audience, (b) a positive facial and body expression; (c) hand movements that coordinate naturally with the person's speech, without overacting.