Evaluating Persuasive Sources in Context

CMST 220 – Public Speaking
Sample Topic:

• You should do some regular exercise every day and avoid sitting for long periods to improve your health.

• **NEED** — Change behavior to sit less / sitting for a long time regularly can lead to health problems.

• **BARRIER** (“other viewpoint”) — Need to sit for classes, work.
  • “Too tired to exercise”
  OR
  • “I exercise really intensely sometimes; that’s healthy.”

• **VISUALIZATION** — Better long-term health.

• **ACTION** — Exercise. Every day. Avoid sitting for long periods.
Example Source 1: Medical Research Study

Too Much Sitting: The Population-Health Science of Sedentary Behavior
Neville Owen, 1 Geneviève N Healy, 1,2 Charles E. Matthews, 3 and David W. Dunstan 2

Abstract

Even when adults meet physical activity guidelines, sitting for prolonged periods can compromise metabolic health. TV time and objective-measurement studies show deleterious associations, and breaking up sedentary time is beneficial. Sitting time, TV time, and time sitting in automobiles increase premature mortality risk. Further evidence from prospective studies, intervention trials, and population-based behavioral studies is required.

Keywords: environmental and social change, TV time, breaks in sedentary time, accelerometer measurement, blood glucose, triglycerides, metabolic health

Being Sedentary and Meeting Physical Activity Guidelines: The Active Couch Potato

We further examine relationships of TV time with cardiometabolic risk in men and women who accepted public health guidelines for health-enhancing physical activity (20). Among these healthy, physically-active adults, significant detrimental dose-response associations of TV time were observed with waist circumference, systolic blood pressure, and 2-h plasma glucose in both men and women, as well as fasting plasma glucose, triglycerides, and HDL-cholesterol in women only (23). The Active Couch Potato phenomenon — is important. The particular metabolic consequences of watching TV are adverse, even among those considered to be sufficiently physically active and having chronic disease risk. This finding reinforces the potential importance of the deleterious consequences of prolonged sitting time, which may be independent of the protection of moderate-intensity physical activity.

• How would using this as a source for a speech help you connect with the audience?
  • Would it...
    • Build information creditability or emotional connection?
      How?
    • What kind of proof is it using to make its claims?

This study is citing other research studies.

Television time and continuous metabolic risk in physically active adults.
Healy GN, Dunstan DW, Salmon J, Shaw JE, Zimmet PZ, Owen N
[PubMed] [Ref list]
Example Source 1: Medical Research, cont.

• Evidence from the source I could use:
  • “Among these healthy, physically-active adults, significant detrimental dose-response associations of TV time were observed with waist circumference, systolic blood pressure, [and blood sugar increase] ... in both men and women.”
  • “This observation — the Active Couch Potato phenomenon — is important. The particular metabolic consequences of time spent watching TV are adverse, even among those considered to be sufficiently physically active to reduce their chronic disease risk.”

• Application to the Sample Speech Topic:
  • According to research, regularly sitting for long periods of time (such as long periods of TV watching) is unhealthy, even if you exercise enough to meet health guidelines.

• APA Citation
Example Source 2: Opinion Article

Sitting all day ruined my health. VR saved me.

You probably don’t know me. I’m not a famous writer.

But I have worked on some famous games, such as Injustice 2 and Mortal Kombat 11. This story isn’t about writing fighting games, though. It’s about how my sedentary, workaholic writing habits made me overweight, and slower and weaker than I should have been. And how it rapidly went downhill from there.

Then I’m going to tell you how I fought back.

This is a comment on the original opinion article.

How would using this as a source for a speech help you connect with the audience?

Would it...

• Build information creditability or emotional connection? How?

• What kind of proof is it using to make its claims?
Example Source 2: Opinion Article, cont.

• Evidence from the source I could use:
  • “[Seat]-in-chair produces results, as a method. But it can weaken and destroy your body in practice, which is exactly what happened to your humble narrator. I spent 10 to 16 hours a day ... in a chair, writing — or often trying and failing to write — comic books and video games from 2014 through 2016. Every day I woke up, put my [seat] in the chair, worked in my chair, ate in my chair and, for all intents and purposes, lived in my chair.”

• Application to the Sample Speech Topic:
  • Shawn Kittelsen, a professional writer for comic books and video games, experienced major health issues when he sat all day for his job. [And I could quote his experiences.]

• APA Citation