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На тему: **Взаимодействие просодии и невербальных средств в убедительной речи**

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**Abstract**

**Keywords:** Persuasion, nonverbal communication, vocal cues, bodily cues, speech delivery

This thesis focuses on how vocal and bodily cues can affect persuasiveness of a speech. Nonverbal elements are an important part of persuasive speeches, as, under some circumstances, they can have a beneficial effect on the persuasiveness of arguments and the perceptions of a speaker. The goal of the research was to find out which nonverbal cues contributed to persuasiveness of a speech more or whether they could increase the efficiency of a persuasive speech when used together. We developed a hypothesis that a joint presence of bodily and nonverbal cues in a persuasive speech was more persuasive than a speech without either vocal or bodily emphasis. To test our hypothesis, we selected at first a set of persuasive speeches which at the time had a huge impact on the audience and analyzed how the persuaders used bodily and vocal cues while delivering their speeches. After the analysis of the speeches we conducted an experiment in which we evaluated the persuasive impact of particular types of nonverbal communicative behaviors on participants’ perceptions across three conditions: (1) bodily cues only, (2) vocal cues only, and (3) both vocal and bodily cues. The results showed that though a joint bodily and vocal emphasis might to a great extent improve the overall perception of the speech performance and its persuasiveness, it could not much improve the perceptions of the content. Thus the key conclusion of our study is that the role of the content should not be underestimated and that to achieve the best outcomes a persuader must at first thoroughly consider the argumentation and only then enhance it with bodily and vocal emphasis. This bachelor thesis is only a humble contribution to the comprehensive research of nonverbal behavior in the persuasive context, but it opens prospects for developing this topic.