

## Persuasive Speech

**Specific Purpose:** To persuade my audience to use domestic products.

**Central Idea:** We should use Thai brand products because they help improve our economy, provide jobs to local people, encourage the use of Thai wisdom, and they have high quality, great design, and reasonable price.

Do you have any products that made in Thailand? If you have at least one, I think it's great because you already support Thai brands. Many people think that products that made in Thailand usually lack of quality and not in trend. Sometimes Thai people stick with international brand name products too much. I want you to reconsider about Thai brand products. Today I will talk about the benefits of using Thai brand products. So, let's find out why you should using Thai brand products.

First of all, Thai brand products can help improve our economy. We can see the statistic from the Information and Communication Technology Center, by the cooperation of The Customs Department. This statistic shows the number of top ten export markets of Thailand in year 2003 to 2006. We can see that the export numbers increasing continuously every year.

Futhermore, Thai brand products can provide jobs to local people. We can see from the introducing of the OTOP project or One Tambon One Product project, or in Thai we call “หนึ่งตำบลหนึ่งผลิตภัณฑ์”. This project is a Thai Government initiative to identify and promote unique handmade products made by village communities or “tambons” for sale in the domestic and especially the export markets as a means of improving incomes at the grassroots level.

The OTOP products are handmade creations from thousands of village communities all over the country, typically handicrafts, cotton and silk clothing, pottery, fashionable accessories and many other articles unique to each community.

Moreover, Thai brand products encourage the use of Thai wisdom. Thai wisdom means the body of knowledge, abilities, and skills of Thai people accumulated through many years of experience, learning, development, and transmission from generation to generation. It has helped solving the problems and contributed to the development of our people's way of life in accordance with the changing time and environment.

Now, let's look at the example of the use of Thai wisdom.

Firstly, the *Benjarong*, benjarong is the name given to tableware using five colours: black, red, white, green and yellow. First created in the Ayuthaya period, it remains popular because it has retained its unique Thai character, grace and delicacy. Its production requires not just artistic ability but dedication and technical skills — clay preparation, shaping, moulding, baking, glazing, painting and colouring. Nowadays more than five colours are employed.