

*Effective*

# Business Communications

7th EDITION

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## Chapter : 15

Strategies for Successful  
Informative and Persuasive  
Speaking

MQ

<http://www.slideshare.net/Subjectmaterial>

# Course Outline

## Marks Distribution

50	Terminal Examination
20	Mid Term Examination
15	Quizzes
15	Final Assignment

<u>S. No.</u>	<u>Chapter No.</u>	<u>Final Exam Q. No.</u>	<u>Chapter Heading</u>	<u>Date</u>
			Introduction	July 2, 2012
1	11	1,2	Short Reports	July 4, 2012
2	12	3,4	Long (Formal) Reports	July 9, 2012
3	13	5	Proposals	July 11, 2012
4	14	6	Strategies for Successful Speaking and Successful Listening	July 16 & 25, 2012
5	15	7	Strategies for Successful Informative and Persuasive Speaking	July 30, 2012
6	16	8	Strategies for Successful Interpersonal Communication	
7	17	9,10	Strategies for Successful Business and Group Meetings	
8	18	11	The Job Application Process - The Written Job Presentation	
9	19	12	The Job Application Process - Interviews and Follow-Up	

# PROJECT



Speaking

- A workshop by a group



Writing - blog

- Post regular events
- Stories
- Learnings
- Administrator
- Proof readers

# Assign Number

Sr. No.	Name	
A: Alpha 1	Jawed	
B: Bravo 1	m. Rashid	
C: Charlie 1	Jahanzaib	
D: Delta 1	Mudassir	
E: Echo 1	m. Usman	
F: Foxtrot 1	Ali Murtuza	
G: Golf 1		
A: Alpha 2		
B: Bravo 2		
C: Charlie 2		

# PREVIEW

Purposes of Informative & Persuasive Speaking

Kinds of Informative & Persuasive Speaking

Audience Analysis for Informative and Persuasive Speaking

Organization for Informative & Persuasive Speaking

Supports for Informative & Persuasive Speaking

## ■ Checklist 15.1 Deciding Whether to Inform or Persuade

### 1. To inform:

- a. Are you seeking to clarify an idea, a process, a procedure?
- b. Do you wish to explain how something works?
- c. Will the audience leave knowing both sides of an issue?

### 2. To persuade:

- a. Are you going to support a point of view?
- b. Do you wish action as a result of your speech?
- c. Will you be clear as to which side of an issue you will support?

# Purposes of Informative Speaking

- Making an idea clear is central to the purpose of informative speaking
- Suggestions:
  - The purpose should be specific
    - To compare information, using the criterion of modern technology, as to which country should host the year 2012 Olympic Games
  - The title of your speech and purpose should be linked
  - The purpose could be process, policy, any incident, etc

# Purposes of Persuasive Speaking

- Gaining willingness / acceptance of your central idea is the core purpose of persuasive speaking
- Suggestions:
  - The purpose should be specific
    - To suggest that Taiwan's capital investments in China were greater than in other sections of the world
    - You should be thoughtful and have given ample time in preparing your speech
    - Plan in advance your desired response
    - your speech should lead towards the desired response
  - The purpose could be process, policy, any incident, etc



# Kinds of Informative Speaking

## Reports

- Periodic department reports
- Progress reports on sales or ongoing committee activities
- Statements on area or division responsibilities
- Reports on manufacturing problems in the plant
- Reports on Competitive Operations
- Reports on problems with vendors
- Monthly personnel reports
- Abstract of contact reports for months

## Good Will

- Companies often arrange public speaking or meetings for good will creation

## Briefings

- Short problem solving sessions

## Instruction

- How to do, what to do

# Kinds of Persuasive Speaking

Policy

- To convince someone on a course of action to be taken or not to be taken

Procedure

- Persuasion is required to support your personal position on how to proceed

Value

- A value judgment needs the definitions, facts to support your idea of value

Fact (present or past)

- Not everyone agrees on facts
- Extensive research may be required to prove the validity of your facts

# AUDIENCE ANALYSIS

- For a non-familiar audience find out the following
  1. Their interests, disinterests and attitudes
  2. The occasion
  3. The location of your speech

# 1. Degrees of Interest & Attitudes

## Informative Speaking

- Find out :
  - How much do your listeners know about the topic
  - What is their level of comprehension
  - What percentage of the group is well informed?
  - What percentage of the group is uninformed?
- Ways to handle the familiar ones:
  - If audience is familiar with the topic; then omit the basic information

## Persuasive Speaking

- Find out:
  - The attitude of the audience of being for or against your proposal
  - If they agree or disagree
- Ways to handle the hostile, prejudiced audience
  - Search for commonality
  - Compare agreements with disagreements

# 1. Degrees of Interest & Attitudes

## Search for Common Ground

- Begin with a familiar, commonly accepted topic
- Use visuals, examples, goodwill comments
- Clearly keep in account the culture of countries
- Use the following four approaches
  - Insert praise for the organization and its members
  - Mention names of colleagues or friends within the organization with whom you have worked in the past
  - Make use of patriotism, loyalty and cooperation
  - Be polite – even poke fun at yourself

## Compare Agreements and Disagreements

- Before giving speech, review areas of agreements and disagreement
  - Depend upon facts, use value judgments very carefully
  - You may draw parallel columns
- Find out in advance what you may face in front of a hostile audience to deal with them nicely

# Suggestions for approaching a Hostile Group

Offer a greeting to gain Good Will

- “we have differences in philosophy, yet I bring you greetings from many friends of yours home I have met during this past year”

Make use of the fairness concept

- ‘All of us in this room have a degree of freedom not experienced anywhere else in the world; I am using that freedom to bring a different point of view”

Appeal to a sense of human weaknesses

- “well, I have made mistakes in my days; may I tell you about one made in my first appearance before this group”

Quote from a supporter of the audience's views

- “one of the directors of your association strongly supported the concept of brotherhood. I will begin with a quotation he uttered last year”

## 2. Occasion

If you are speaking in familiar work settings; you already know the people, their position and their attitudes

If you are speaking outside your group, devote more thought to the occasion

Find out: if you are the main speaker; are you the first or last in the program, how long will you speak?

Additionally for outside groups if there is higher variation or less possible prediction, then it's a must to find out about other party's position and interest in addition to research on your position

Inside  
Company

Outside Company

# 3. Location

- Find out in advance; what is the physical environment of your presentation as it may be any of the following and all have their own psychological influences
  - An open environment
  - Large auditorium
  - Conference room (small or big)
  - Any lounge etc
- Find out whether you have a podium or a table
- Check whether you have all your requirements fulfilled; charts, markers, multimedia, projector etc



# ORGANIZATION OF YOUR SPEECH

## The introduction

### The porch

### The Aim

### The Layout

Tell a related story or joke

Use a quotation that gives background or inspiration to your speech

Greet your audience

Make a startling statement

Ask thought provoking statements

Make clear and precise statement of the purpose of your speech

This is the overview, roadmap or agenda of your speech / presentation

# ORGANIZATION OF YOUR SPEECH

The body (Text, Discussion)

The Summary  
(Conclusion)

Informative  
Speaking; the body  
or discussion of  
your topic is where  
your ideas are  
developed in detail

Persuasive Speaking; this section should  
contain the clear idea followed by credible  
supporting material

Summaries  
reiterate what was  
covered;  
conclusions are  
inferences from  
data

Problem Solution (For  
change); problem-  
solution-benefits. You  
may also mention the  
disadvantages if your  
recommendation is not  
accepted

Problem solution (for no  
change) you use the  
above approach; while  
mentioning that no  
problem exists

# SUPPORTS FOR INFORMATIVE AND PERSUASIVE SPEAKING

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## WHY SUPPORT

Your speech should give the feeling that you know your topic, that you are fair, honest and believable

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You may use emotions to support your idea like health, fear, self-esteem, etc

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You must use evidence and reasoning

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## USE ANY NUMBER OF SUPPORT FORMS THAT MAY HELP YOUR PRESENTATION

Examples, Illustrations, Statistics, Quotations (testimony), Comparisons (Analogies), Definitions etc

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# Forms of Support (Evidence, Data)

## Examples

- Very commonly used, self explanatory

## Illustrations

- Illustrations are elongated examples; they layout in detail a specific situation; in which the solution worked

## Statistics

- Find out which statistical measure to use to prove the validity of the data

## Quotations, Testimony

- Quoting credible sources also improves the speaker's credibility

## Comparisons (analogies)

- Comparisons demand similarities between two subjects; those similarities should outweigh the dissimilarities

## Definitions

- Definitions not exactly support, yet using them helps both speaker and audience to be at the same level of understanding

# Checklist: Selecting evidence for your speech

Is the source reliable?

Does the person whom you are quoting have a reputation for credibility? For fairness? For careful research

Is your information true? Valid?

What is the recency of your data?

Are your statistics valid?

Have you indicated how you obtained your evidence?

How wide is your scope?

Is your evidence ambiguous?



# Take Away

- Bring following in Monday's class
  - Project proposal for blog
  - Seminar's title
  - 2 groups made

# The Ugly





# The Bad



# The Good

