**Chapter 16 Persuasion speaking**

* **Persuasive speech**
  + A speech that has a goal to influence the attitudes, values, beliefs or behavior of audience members

**Persuasive goals**

* Proposition
  + A declarative sentence that clearly indicates the speaker’s position on the topic
* Proposition of fact
  + A speech goal designed to convince the audience that something is or is not true
* Proposition of value
  + A speech goal designed to convince the audience that something is good, fair, moral or the opposite
* Proposition of policy
  + A speech goal designed to convince the audience that a specific course of action should be taken
* Tailoring your proposition to your audience
* Target audience
  + Group of people a speaker most wants to persuade
* Opposed
  + Goal is to make an incremental change
  + Unlikely to change someone’s mind
* Neutral
  + Straightforward facts can be used to persuade
  + Uninformed-not knowing enough about a topic to have formed an opinion
  + Impartial-knowing the basics about a topic but still having no opinion about it
  + Apathetic-having no opinion because you are uninterested
* In favor
  + Goal is reinforce beliefs

**Developing arguments (logos)**

* Argument
  + Collective reasons and evidence used to support a proposition
* Logos
  + Logical reasoning a speaker uses to develop an argument
* Reasons
  + Main point statements that summarize several pieces of evidence

**Selecting supporting evidence**

* Evidence must come from well-respected source
* Evidence must be recent and still considered valid
* Evidence must support the reason
* Evidence must be persuasive for the audience

**Types of arguments**

* Arguing from example
  + Support a claim by providing one or more individual examples
* Arguing from analogy
  + Support a claim with a single compatible example that is significantly similar to the subject of the claim
* Arguing from causation
  + Support a claim by citing evidence that shows an event leads to another event
* Arguing from sign
  + Support a claim that an event signifies something

**Avoiding fallacies**

* Hasty generalization
  + Presents a generalization that is not supported with evidence
* False cause
  + Occurs when the alleged cause fails to be related to or produce the intended effect
* Ad hominem
  + Occurs when attacks the person making the argument and not the argument itself
* Either-or
  + Occurs when a speaker implies there are only two alternatives when in fact there are more
* Straw person
  + Occurs when a speaker weakens the opposing position by misrepresenting it in some way and then attacks that weaker position
* **Emotional appeal (pathos)**
  + Using emotion to persuade the audience
  + Usually includes personal narratives
  + People tend to connect better with ideas when they have a personal connection
* **Credibility (ethos)**
  + Creating goodwill or the idea that the speaker connects and empathizes with the audience
  + Establishing goodwill enhances credibility with the audience
  + The audience needs to perceive the speaker has credibility or they will unlikely be persuaded