Chapter 12: Becoming a Persuader

COM 318: Prin. Of Persuasion

It is important to remember the ethicality and the positive effects that persuasion can embody. It is important to wield persuasion with intent to be ethical and produce the best outcome, where not only do you gain some goal but also give something to others, let them leave the persuasion in better shape than they went in.

**Know your audience**

Listen to how they persuade, they will use tactics that are convincing to them, you can in turn use them to understand and deliver a persuasive message on their terms.

Remember ELM

Audience Analysis – learning as much as possible about your audience and what is likely to motivate them.

Collect info – ages, majors, gender split, attitudes on topic.

Consider needs.

Creation of some idea, leads it to be more persuasive than giving it.

Don’t ask if; ask which

Audience must “own” the idea or concept you are spreading.

Social Proof – a behavior is as correct as to the degree which we see others doing it.

Ethicality of social proof lies in the topic, costs to those involved and the potential benefits derived.

We are the shield and the spear. The shield against unethical persuasion and the spear which persuades ethically.

Demographics – the descriptors of people in quantifiable terms.

Sports people, versus clothes or car people.

Not all information will be needed or helpful

It is often best to go to those who you intend to convince to understand them.

**Determining Audience Needs**

Play to emotional or logical needs

Play off first memories and fond memories

Task-oriented approach – don’t tell the audience to do something that circumstances didn’t permit them to do.

Make doing some task easier for them.

Discover the state of mind of your audience members.

“What job do I want this message to successfully complete?”

People are more likely to recall messages that are well organized, examine organization available to you.

Once you understand the target and how they feel about the topic, you can shape the message.

**Forms of Organization**

Topic format – useful when you cover several topics

Space Format – when you compare your topic to some larger picture

Chronological Format – when you are presenting a series of events that may be historical or follow some narrative

Stock-Issues Format – useful for proposing change in policy such as changing the present system of registering for classes to a random one.

“stock issues” refers to the fact that there are three universal issues that must be addressed when major policy changes are considered.

Stocks

* Need for change
* Plan to solve need
* Plan to meet need

Used as content premise for politics and business.

As a persuader attempting to bring change, you need to demonstrate the requirement for a change in the status quo.

This is your **burden of proof**

As a receiver you must know the stocks. When targeted you should identify the side suggesting change, this will tell you who has burden.

Ways to establish proof, cite symptoms of the problem. Research instance indicating this. Tie your solution to the solution or dissolution of an issue. Examples of your cause or issues argue the precedent and is powerful.

Motivated Sequence

Motivated sequence uses five steps to get persuades to attend to the message, to feel a need, and most importantly to take action related to the advice.

1. Attention – capture the attention of the audience
2. Convince the audience they are losing something or gain something
3. Visualization – make listeners feel as though issue directly relates to them
4. Satisfaction – satisfy a positive need or avoid a negative consequence
5. Call to action – a definite and realistic action
   1. Do not ask, demonstrate a change in action on part of the audience.

A model for making persuasive appeal is called AIDA

Attention

Interest

Desire

Action

Capture the audience’s attention using startling stats, narratives, and quotations

Heighten the audience’s interest in the topic. (satisfaction or visualization)

Create desire in the audience, in products this is done with providing some benefit or promise.

Action, you would call the audience to take some action or follow the advice.

**Rank’s Desire-Stimulating Model**

Persuaders use four kinds of desire stimulating tactics.

1. Promise security or protection by demonstrating advice will **keep a good** or might be in danger of losing or the possibility of **getting a good**.
2. The inefficient use of some good
3. Avoiding a bad or getting rid of a bad

Forms of Proof

Ways of convincing people of some advice’s veracity.

Statistical evidence

Narratives and Anecdotes

Testimony

Visual Evidence

“Do not reveal the point prior to talking about it”

Comparison and Contrast (Before/After)

Building Credibility

Trust can arise from a calm voice, direct eye contact.

Display trustworthiness.

Expertise – having experience in some topic and being good at it.

Dynamism, related to appearance and charisma.

Dynamic speaks take up psychic space and have stage presence.

You can do this through projection, maintaining appropriate volume and choose words of certainty. Speak slightly faster, maintain good posture, good grooming, good gestures and facial expressions, bodily movement opposed to steadfastness and direct eye contact.

Vary vocabulary, use lively, falshy, and dramatic words.

Enhance vocal style through figures of speech, metaphors, puns, alliteration, assonance.

Vivid language can help catch an audience’s attention and interest.

Concise language is more effective and easier to absorb. Make major points as concise as possible and frame it in a provoking question.

Concise language builds credibility and improves organization.

Parallel structure uses similar or identical wording or sentence structure to make a presentation memorable.

Parallel structure builds expectations.

Imagery appeals to our senses. While incapable of actually emitting or eliciting these smells but you can elicit memories using imagery.

Don’t sell a steak, sell it’s sizzle.

Humor in persuasion is an obvious stylistic asset if handled properly, and it can build credibility as well.

Humor is a powerful but dangerous weapon, tasteless humor can harm your persuasion.

Humor is based on the failure of common conceptions or and the breaking of expectations.

Delivering Your Message

Many affectors of message, channel and audience involvement.

Nonverbals must appear natural and not staged to have a positive effect.

Channel is important. Some channels may be ineffective for cost others may be too distant.

Avoid handing out printed materials for a speech until the end, otherwise you may lose your audience.

Persuasive Tactics

Foot in the door: ask for a small thing then a larger thing. A small commitment then a large commitment.

Door in the face: get turned down for a large commitment then posit a small commitment.

Rejection-then-retreat: offer a major commitment and if denied, reduce the power of the commitment

Sell-up: when you sell something, offer packages

Common tactic in sales and other persuasive appeals

Yes-Yes: get listener to respond positively to several parts of the appeal and hold the final request to the last.

Tactic of “If” vs. “Which”

Asking Which instead of IF puts your foot in the door forcibly. You presume that you already have permission and the listener will let you select a less or greater option.

Throw people off guard by asking an embarrassing or tough question.

Asking a question puts the ball in the others court. You can exit this situation, if the ball is in your court, by asking them a question.

The Partial Commitment: once a partial commitment has been achieve you are a good prospect for full commitment.

Planting – memory responds best, it seems to messages that have sensory data as raw material.

Planting involves using one or more of the five sense to open a channel in the audience’s memory.

IOU Method – You provide work or special treatment for a client or listener. By the end of the conversation the other person will feel indebted for the special treatment.