

UNIT IV- PERSUASION SKILLS

- Definition
- Understanding
- Attitude
- Beliefs
- Values and Behaviour

The process of persuasion:

Analysis of Audience

Classification of Audience

Egoistic and Non-Egoistic.

Specific Techniques for Specific Audience.

Skills of Persuasion:

Character (Ethos), Emotion (Pathos); Logic (Logic).

Steps to Persuasion / Influence:

Molding Process

Congruence

Mounting Pressure

Habituating the Message

Optimizing the Message,

Driving the momentum and sustaining Compliance

What is Persuasion?

'Persuasion' is the process of communication that is intended to induce belief or action and of moving others by argument to a position or a particular course of action either temporarily or permanently.

Persuasion is believed to be both an art and science.

There are several ways in which a person may be persuaded such as follows:

- Choosing specific aspects or techniques that would persuade the person
- Making someone agree to your requests when you ask them.
- Making someone say yes to you but also changing their attitude to your request.
- Making someone say yes to you and also changing their perceptions.
- Making someone say yes to you and also changing their behaviour.
- Persuasion is an art; you can get better and better with it.

People If you feel that you don't have an innate talent for persuading others, don't be disappointed because these skills can be honed and developed with the proper training and practice.

• People who always speak good things may feel that they are good persuaders, but that is not always the case. Persuasion is all about understanding what you want and what the other person wants, and then coming up with a win-win scenario.

Elements of Persuasive Speech

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1. Learn about the topic:

It is important to know as much as you can about the topic you'll be speaking on. If you aren't already well-versed in the subject (e.g. - because it has assigned to you), do some research and learn as much as you can.

2. Know your goal.

It's important to understand exactly what it is you are trying to achieve with your speech. This way, you can tailor your content to fit your goals. Identify what you need, the areas which you need to persuade; the purpose.

3. Understand ~~the~~ your audience:

BEFORE

DURING

AFTER

BEFORE (We spend more time on analyzing our audience before speech).

1) Demographic Analysis

- Age
- Gender
- Geographics
- Education
- Occupation
- Income

2. Psychological Analysis

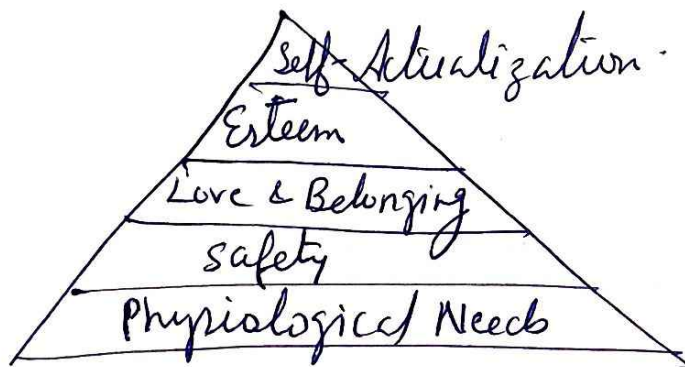
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VALUE - Human life

BELIEF - DONATING BLOOD SAVES LIVES

ATTITUDE - I like the Red Cross

BEHAVIOUR - Donate blood 2x a year.



3. Situational Analysis

"Factors in a specific speech setting that you can observe or discover before you give the speech."

During the speech

1. Attention

↳ facial Expression

To get attention do humour or ask question.

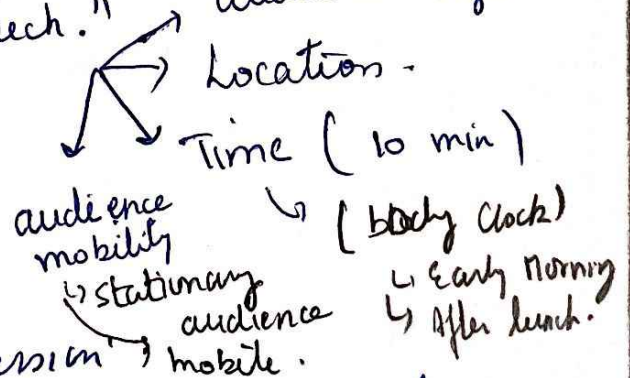
2. Understanding

→ question

→ Verbal Attraction.

3. Acceptance → facial Expression.

eye contact



After the Speech

1. Short Term

- Any query ask to mail them.

2. Long - Term

Who is my Audience

1. Research

2. Talk to people.

3. Put yourself in their shoes.

4. Survey Attendees.

Choose the right persuasive approach.

Depending on your topic and your audience, there are several ways you might try to convince people of your point of view. Start with an agreement before disagreements with the audience. Explanation works better on the audience than argument. Forcing them on your ideas won't work easily.

• Ethos:-

The word 'Ethos' is of Greek origin and means the word 'character.'

As per Aristotle, 'Ethos' is the most important attribute of any communication.

- So a speaker using 'Ethos' has to create a sense of credibility and trustworthiness for himself in the minds of the audience.
- Only when the audience can trust and believe in the writer or speaker's character, only then will they be persuaded by such a writer or speaker.

Example: "Recycling is the right thing to do. Wasting our limited resources steals from future generations, which is immoral."

• 'Logos'

The word 'Logos' is of Greek origin and means the word 'reasoning.'

'Logos' add credibility to your argument when you build your argument using basic building blocks of common sense.

We should bear in mind that in order to use 'Logos' in your speech effectively, you should know the audience before presenting such ideas.

Hence, you can see that 'Logos' can be used to appeal to the logical sense and reasoning of the audience which forms a base for justifying your opinions or ideas.

Example:- "We know that there is a limited supply of natural resources. We can make this supply last longer by recycling." You can rely on any one or some combination.

• Pathos

• The word 'Pathos' is of Greek origin and means the word is 'suffering' or 'experience.'

• 'Pathos' is an appeal made by the speaker to emotions of the audience.

• Such emotions thus stirred in the audience are intended to move and motivate the audience to take action.

• You should use pathos effectively to move people to act on your issue.

• Using a narrative story is one of the earliest way of conveying a message using Pathos.

• Therefore, 'Pathos' impacts both emotional as well as the imagination of an audience.

Example-

"Think of the animals that lose their homes every day because of trees being chopped down. If we recycled more, we could save these beautiful forests."

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5. Outline your main points:

Once you've chosen the best persuasive approach for your audience, brainstorm the main points you'll make during the speech. The number of points you can make to support your position will be determined by how much time you have to speak. As a rule of thumb, three to four supporting points is usually a good number.

The most important of persuasive speech is how you say it; consider an interactive session with the audience; taking questions; etc. The focus should also be on positive body language - use appropriate hand gestures since the audience connect with you both visual & visceral.

STEPS TO PERSUASION / INFLUENCE :

METHODS → Nick Kolenda.

M- Mold :- Mold their perception, so essentially, you're trying to get people into a mindset that is conducive for your persuasion.

E- Elicit Congruent - Elicit congruent attitudes & try to extract some type of behavioural momentum. We do this by molding their body language & behaviour.

T- Trigger Social Pressure. This is essentially about the importance of social proof, it's the concept that most people follow the herd, and if people know that everyone else is doing something, then they'll be more inclined to perform that same ~~action~~ action.

H- Habituate your message - This is about making your target more familiar with your request via repeated exposure.

O- Optimize your message - You need to tweak the specific features of your message to resonate with your audience.

D- Drive the momentum

What can you do after presenting your message that will further motivate your audience towards compliance?

S- Sustain their Compliance

Sometimes you will want to persuade people towards some type of continuous long term behaviour like eating healthy, so this is about presenting ways to sustain their compliance.

That's the step by step process, but even though I explain everything in a linear step by step fashion, at the end of the day you can just pick and choose whatever persuasion principles best fit your needs at the time.