

Persuasive Speaking

Definition

- **Persuasion** is the word we use to label this process of influencing people's attitudes, beliefs, values, or behaviors. **Persuasive speaking** is the process of doing so in a public speech.

The Nature of Persuasion

- Informative vs Persuasive messages
- Persuasion strategies
 1. Logos (Using logical reasoning)
 2. Ethos (Using credibility)
 3. Pathos (Using emotions)

Persuasive Speech Goals

- Persuasive speech goals are stated as **propositions**.
- A proposition is a declarative sentence that clearly indicates the position you advocate.
- For example, “I want to convince my audience that pirating (downloading from the Internet) copyrighted media without paying for it is wrong.”

Types of Propositions

1. proposition of fact

A statement designed to convince your audience that something: (1) did, probably did, probably did not, or did not exist or occur; (2) is, probably is, probably is not, or is not true; or (3) will, probably will, probably will not, or will not occur.

For example: whether or not Princess Diana's death was an unfortunate car accident or an assassination is debatable.

Types of Propositions

- **Proposition of value**

A statement designed to convince your audience that something is good, bad, desirable, undesirable, fair, unfair, moral, immoral, sound, unsound, beneficial, harmful, important, or unimportant.

For example: Running is a better form of exercise than bicycling.

OR

FAST is better than NUST.

Types of Propositions

- **Proposition of policy**

A statement designed to convince your audience that a particular rule, plan, or course of action should be taken.

For example:

All university students should be required to take an oral communication skills course in order to graduate.

Tailoring Propositions to Your Target Audience

- Audience members' attitudes can range from highly favorable to strongly opposed and can be visualized on a continuum like the one in Figure 17.2.

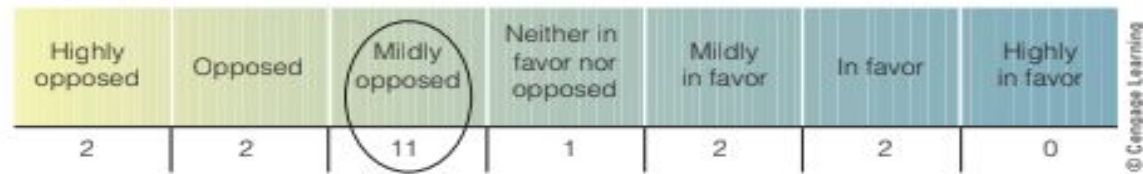


Figure 17.2
Sample speech continuum

If the audience's attitude is:

- **Opposed**

seek **incremental change**, that is, attempt to move them only a small degree in your direction, hoping for additional movement later.

For example:

“I want to convince my audience that gay marriage should be legalized,” you might rephrase it to

“I want to convince my audience that committed gay couples should be offered the same legal protection as committed heterosexual couples through state-recognized civil unions.

If the audience's attitude is:

- **No Opinion**

If they are uninformed □ provide the basic arguments and information needed for them to become informed.

For example, if your target audience is uninformed about the topic of gay marriage, you might need to begin by highlighting the legal benefits of marriage in general.

If they are neutral □ provide evidence and reasoning illustrating why your position is superior to others.

For example: If your audience knows the legal benefits of marriage in general you need to make them understand how committed gay couples who do not have these benefits are disadvantaged.

If the audience's attitude is:

- **No Opinion**

If they are apathetic □ find ways to show how it relates to them or their needs.

In other words, provide answers to a question such as, “I’m not gay, so why should I care?”

If the audience's attitude is:

- **In Favor**

reinforce and strengthen their beliefs

For example, if the topic is gay marriage and your target audience is in favor of the idea, then your goal may be “I want my audience members to e-mail or write letters to their state representatives urging them to support legislation extending the right to marry to same sex couples.”

Rhetorical Appeals to Logos

- Built on logic and reasoning
- Three parts:
 1. claim (C)
 2. support (S)
 3. warrant (W)

Warrant can be designed using:

1. Inductive reasoning (Specific to general)
2. Deductive reasoning (General to specific)

Rhetorical Appeals to Logos

- three-part (Major premise, minor premise & claim) form of deductive reasoning is called a **syllogism**
- **Major Premise:** Cars need a tune-up when the engine misses consistently at slow speeds.
- **Minor Premise:** Jim's car is missing at slow speeds.
- **Claim:** Jim's car needs a tune-up.

Types of Logical Arguments

- **Arguing from Sign**

when you support a claim by providing evidence that certain events that signal the claim have occurred.

For example: “Hives and a slight fever are indicators (signs) of an allergic reaction.”

Types of Logical Arguments

- **Arguing from Example**

when the evidence you use as support are examples of the claim you are making.

For example: Suppose you support Grace for president of the local neighborhood council. You provide several examples of her previous victories to support your claim. She was elected treasurer of her high school junior class, chairperson of her church youth group, and president of her university students' union.

Types of Logical Arguments

- **Arguing from Analogy**

when you support a claim with a single comparable example that is so significantly similar to the claim as to be strong proof.

For example: Suppose you want to argue that the CS Department should conduct a fundraiser to raise money for three underprivileged students (claim). You could support the claim with an analogy to a single comparable example like this: The EE Department, which is very similar to CS, conducted a fundraiser and raised enough money to pay the tuition fee of three underprivileged students.

Types of Logical Arguments

- **Arguing from Causation**

when you support a claim by citing events that bring about or lead to a predictable effect or set of effects.

Let's return to Grace's election campaign for an example:

In researching Grace's election campaign, you might discover that (1) she has campaigned intelligently (S) and (2) she has won the endorsement of key community leaders (S). In the past, these two events have usually been associated with victory (W), thus Grace is electable (C).

Reasoning Fallacies

- **A hasty generalization**

occurs when a claim is either not supported with evidence or is supported with only one weak example

For example: “All Akitas are vicious dogs,” whose sole piece of evidence was, “My neighbor had an Akita and it bit my best friend’s sister

Reasoning Fallacies

- **A false cause**

occurs when the alleged cause fails to produce the effect.

For example: school violence is caused only by television violence, the Internet and violent video games.

Reasoning Fallacies

- **An either/or fallacy**

occurs by suggesting there are only two alternatives when, in fact, others exist.

For example, when Robert argued that “we’ll either have to raise taxes or close the library, he reduced a complex issue to one over-simplified solution when there were many other possible solutions.

Reasoning Fallacies

- **A straw man fallacy**

occurs when a speaker weakens the opposing position by misrepresenting it in some way and then attacks that weaker (straw man) position.

For example, in her speech advocating a seven-day waiting period to purchase handguns, Colleen favored regulation, not prohibition, of gun ownership. Bob argued against that by claiming “It is our constitutional right to bear arms.” However, Colleen did not advocate abolishing the right to bear arms. Hence, Bob distorted Colleen’s position, making it easier for him to refute.

Reasoning Fallacies

- **An ad hominem fallacy**

Ad hominem literally means “to the man”

attacks or praises the person making the argument rather than addressing the argument itself.

For example: Jamal claims that everyone should buy a Mac because Steve Jobs, the founder and former president of Apple Computer, was a genius, he is making an ad hominem argument.

Rhetorical Appeals to Ethos

- **Conveying Good Character**

Credibility depends upon the speaker's goodwill

1. understands them,
2. empathizes with them
3. responsive to them

Rhetorical Appeals to Ethos

- **Conveying Competence and Credibility**

1. Explain your competence
2. Use evidence from respected sources
3. Use nonverbal delivery to enhance your credibility
4. Use vocal expression to enhance your credibility.

Rhetorical Appeals to Pathos

- **Evoking Negative Emotions**

Fear

Guilt

Shame

Anger

Sadness

Rhetorical Appeals to Pathos

- **Evoking Positive Emotions**

Happiness or Joy

Pride

Relief

Hope

Compassion

Persuasive Speech Patterns

- The most common patterns for organizing persuasive speeches include:

1) Statement of Reasons

by presenting the best supported reasons in a meaningful order.

2) Comparative Advantages

to convince others that something has more value than something else.
For example: A FAST graduate earns more than a NUST graduate.

Persuasive Speech Patterns

3) Criteria Satisfaction

describes what must be done to satisfy established criteria (needs).

Example: You are in dental equipment sales and are visiting various dental offices to tell them of your new products. Your first task is to find out what are the criteria/needs the dentist has for equipment in their office. Once criteria are established you may be able to offer a piece of equipment that fits their needs (criteria) perfectly.

Persuasive Speech Patterns

4) Refutative

arranges main points according to opposing arguments. Begin by acknowledging the merit of opposing arguments and then showing their flaws.

For example: A defense attorney would **refute** the prosecutor's statement that his client is guilty by providing evidence or logical statements that **refute** the claim.

Persuasive Speech Patterns

5) Problem–Solution

presents a problem and then offers a solution.

For example: The lack of response to the QEC form(problem) – have students fill the QEC form before they register for exams (solution).

Persuasive Speech Patterns

6) Problem–Cause–Solution

present a problem, the cause of the problem, and what can be done to address/solve the problem.

For example: Fewer students staying in university after the first year (problem) – lack of money or initiatives (causes) – offer need-based scholarships and incentives for students(solution)

Persuasive Speech Patterns

7) Motivated Sequence

A successful step by step process for calling an audience to action by showing the benefits of your solution to the audience

- For example: Show images of cracking failing important bridge in your community (Attention); the bridge is in severe disrepair and must be fixed (Need); you go to your local government requesting financial support to fix the bridge(proposal); if these repairs are done we will have more businesses open along the route, more visitors will come to our community, and travel will be safe for our citizens (Benefits); please provide funding for the bridge (Action).

The End 😊