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Public Speaking

Persuasive Speech Notes

* Focus on the problem so the audience cares
* Avoid self-actualization – doesn’t relate to audience
* Dual-Processing Theory
  + We process persuasive messages in two different ways depending on our motivation
    - Appropriate evidence
    - Strength of argument, logic
* Peripheral processing
  + If we are not motivated, we make judgments using peripheral cues
    - Visual cues
    - Environmental causes
    - Emotion
* Audience will think centrally(systematically) if issue is personally relevant
* Provide a quality of argument to promote an attitude change
* Quality of argument is more important than peripheral cues
* **Social Proof**
  + One way we determine what is correct is to find out what other people think is correct
  + The greater number of people who find an idea correct, the more the correct the idea will be
  + Pluralistic ignorance: each person decides that since nobody is concerned, nothing is wrong
  + Similarly: social proof operates most powerfully when we observe people just like us
* **The Gallery of Fallacies**
  + Slippery slope
  + Hasty generalization
  + Red herring – distraction from the argument, overlook inconsistencies
  + Either-or thinking
  + Band wagon
  + Faulty testimony
  + Ad hominem – directed against a person rather than their ideas
  + Post hoc – event Y happened after event X, therefore X caused Y
  + Myth of the mean
  + Straw man – oversimplify an opposing argument to knock it down
  + Begging the question -  a logical fallacy in which the writer or speaker assumes the statement under examination to be true