

The Art of Persuasion

1) 때때로 당신은 토론, 토의, 또는 대중연설과 같은 상황에서 다른 이들을 설득할 필요가 있다.

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But how can you do so effectively? There are three key elements of effective persuasion: credibility, logic, and emotion. Let's look at them one by one.

Credibility

Credibility means that the audience believes you and your words. First, credibility comes from proper delivery.

2) 당신이 명확한 표현을 사용하고 청중에 대한 존경심을 보여 준다면 그들은 대개 당신을 더 믿을 것이다.

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That is to say, hesitation, exaggeration, or rudeness should be kept in check.

3) 게다가, 신뢰성은 믿을 만한 출처에서 나오는데, 그것은 최근의 연구 결과나 전문가의 의견을 포함한다.

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Look at the two statements below. Whose statement do you think is more credible?

Taeho

Violent games cause aggressive behavior in children. Recently conducted research has proved it.

Jimin

Violent games cause aggressive behavior in children. People say so.

4) 태호는 자기 생각을 뒷받침하는 근거로써 최근의 연구 결과를 인용한다.

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But Jimin just relies on random people's opinions. Therefore, Taeho's statement is more credible than Jimin's.

Logic

Logic is a reasonable way of thinking about something. It is another key element of effective persuasion, but we often use it incorrectly.

5) 다음의 토론에서 세 명의 연사가 사용하고 있는 논리적 오류를 찾아보자.

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Social Media: Good or Bad?

Speaker A

I think social media is bad as a means of making friends.

6) 오랜 세월 동안, 사람들은 친구를 사귀기 위해 직접 만나왔습니다.

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However, social media is not a way of doing so. Therefore, it is not a correct way to make friends.

Speaker B

Well, I think social media is very useful. It lets me reach my friends anytime, anywhere. So I became closer to them. Because it worked for me, I am sure that social media is good for others, too.

Speaker C

I don't agree. Social media does us harm. News reports say the use of social media is increasing. And the crime rate is also increasing. Therefore, social media causes crime.

Did you find any logical fallacies in the debate? Speaker A appeals to tradition to back up her opinion. However, tradition cannot be the basis for our judgment.

7) 무엇인가를 오랫동안 하는 것이 그것이 옳다는 것을 보장하지는 않는다.

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8) 다시 말해서, 전통적인 방식인 서로 얼굴을 맞대고 친구를 사귀는 것이 소셜 미디어를 거부하는 이유가 될 수 없다.

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In the case of Speaker B, she is making a hasty generalization. She just uses her personal situation to make a broad judgment. Those who use social media do not always become closer to one another. Speaker C is using false reasoning.

9) 소셜 미디어의 사용과 범죄의 증가는 그저 우연히 동시에 발생한 것이므로, 그들 사이에는 논리적 상관성이 없다.

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Emotion

Emotions are strong feelings such as love, sympathy, anger, or grief.

10) 훌륭한 연사들은 청중을 설득하기 위해 종종 효과적인 언어를 사용한다.

Let's compare two different speeches.

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Speech with Emotion

A man is losing consciousness. He is bleeding a lot. He needs more blood to survive. But there is no one to save him. What if you could do so? Well, you can! Donate your blood and save a life!


Speech Without Emotion

11) 최근 의학 연구에 따르면, 헌혈이 심장 마비의 위험을 줄일 수 있다고 합니다.

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Donate your blood and stay healthy.

Are you having difficulty persuading others? Do you want to be a better speaker? Then, please remember the three key elements: credibility, logic, and emotion. Using them will make a huge difference.

	<p>◇「콘텐츠산업 진흥법 시행령」제33조에 의한 표시</p> <p>1) 제작연월일 : 2020-02-14</p> <p>2) 제작자 : 교육지대㈜</p> <p>3) 이 콘텐츠는 「콘텐츠산업 진흥법」에 따라 최초 제작일부터 5년간 보호됩니다.</p>
<p>◇「콘텐츠산업 진흥법」외에도「저작권법」에 의하여 보호되는 콘텐츠의 경우, 그 콘텐츠의 전부 또는 일부를 무단으로 복제하거나 전송하는 것은 콘텐츠산업 진흥법 외에도 저작권법에 의한 법적 책임을 질 수 있습니다.</p>	

정답

- 1) Sometimes you need to persuade others in situations such as debates, discussions, or public speeches.
- 2) If you use clear expressions and show respect for the audience, they will usually trust you more.
- 3) In addition, credibility comes from reliable sources, which include the results of recent studies or expert opinions.
- 4) Taeho cites the results of recent research as supporting evidence for his idea.
- 5) Let's find the logical fallacies that the three speakers are using in the following debate.
- 6) For a long time, people have been meeting in person to make friends.
- 7) Doing something for a long time does not guarantee it is correct.
- 8) In other words, making friends face to face, which is the traditional way, cannot be the reason to reject social media.
- 9) The increase in social media use and crime just happened to occur at the same time; there is no logical relationship between them.
- 10) Good speakers often use effective language to win over an audience.
- 11) Recent medical research shows that donating blood can reduce the risk of a heart attack.