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Agenda

- What is persuasion?

- How to develop & evaluate an argument

- Logical fallacies

- Persuasive delivery

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Believe in my message

Persuasion is

- **the act of motivating an audience/individual through communication to voluntarily change a particular belief, attitude or behavior.**

- **Different from coercion and manipulation**

| Coercion | Persuasion | Manipulation |

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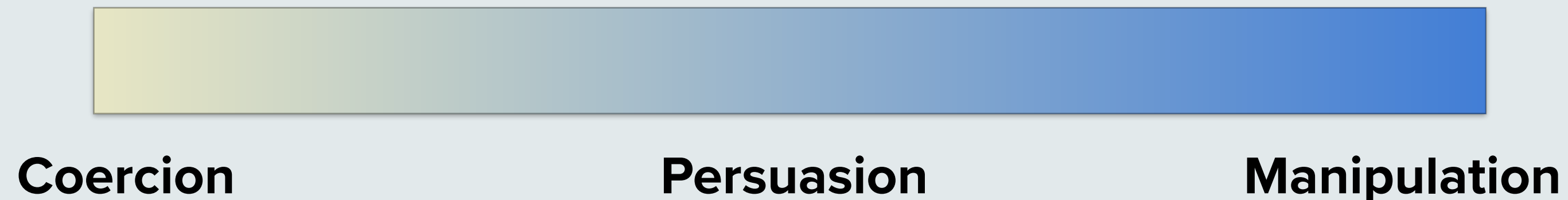
Persuasiveness

- A test of the persuasiveness of a message is whether

  - the **recipient** feels truly free to make a choice and

  - the **sender** would feel comfortable if he or she were the recipient instead

Social Judgment Theory

- **Anchor** - the position a person has before your argument

- **Latitude of Acceptance** - preaching to the choir

- **Latitude of Rejection** - highly unlike to change opinions

- **Latitude of Non-Commitment** - greatest opportunity to influence opinions

Latitude of Acceptance

Latitude of Non-commitment

Latitude of Rejection

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Churchill's Wisdom

*"what matters most is **who** you are, then **how** you say what you want to say, and finally **what** you say."*

"Character may almost be called the most effective means of persuasion."

Aristotle

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I Have a Dream

Common characteristics

- Charisma

- Eloquence

- Faith in abilities

- Enunciation

- Assertive

Great speakers are made

- Great speakers are not born that way it takes:

  - Preparation

  - Practice, Practice, Practice

  - Role models

  - Knowledge of topic/material

Keys to success

- Know thy audience

- Clear purpose

- Realistic goal

- Focus on a few key points

- Preparation

Inductive and Deductive Arguments

- **INDUCTIVE** - reaches a general conclusion from observed specifics.

- "***By observing the performance of a large number of athletes, you could conclude that athletes possess physical stamina.***"

Inductive and Deductive Arguments

- **DEDUCTIVE** - begins with a major premise and moves toward a more specific statement or minor premise.

- "*Athletes possess physical stamina. Because Anthony is an athlete, he must possess physical stamina.*"

Parts of an Argument

- **ISSUE** - problem or controversy about which people disagree

- **CLAIM** - the position on the issue

- **REFUTATION** - opposing viewpoints

- **SUPPORT** - reasons and evidence that the claim is reasonable and should be accepted

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Types of Claims

- **CLAIM OF FACT** - statement that can be proven or verified by observation or research

- *"Within ten years, destruction of rain forests will cause hundreds of plant and animal species to become extinct."*

Types of Claims

- **CLAIM OF VALUE** - states that one thing or idea is better or more desirable than another.

- *"Requiring community service in high school will produce more community-aware graduates."*
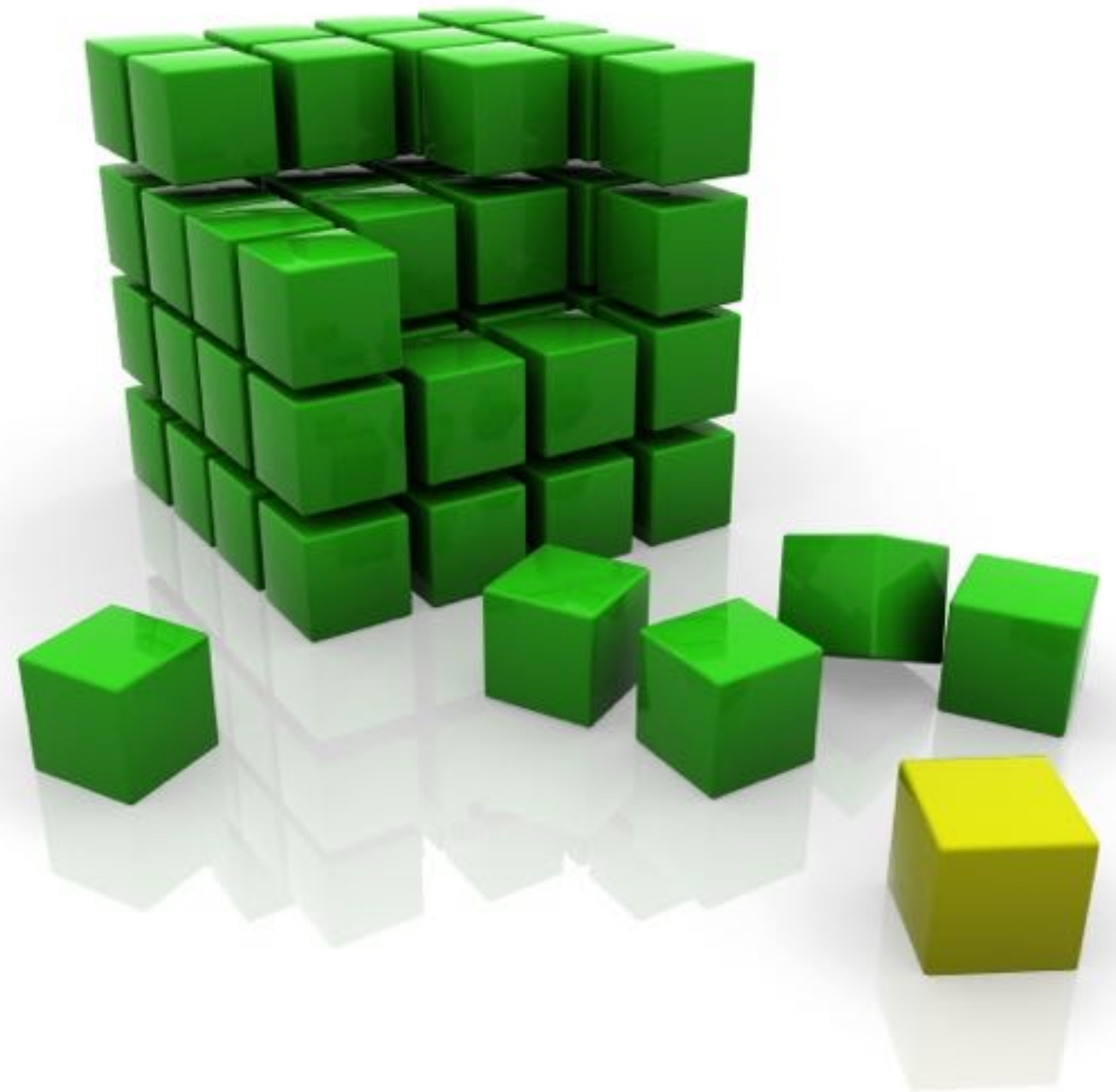
Types of Claims

- **CLAIM OF POLICY** - suggests what should or ought to be done to solve a problem.

- *"To reduce school violence, more gun and metal detectors should be installed in public schools."*

Persuasion Models

- Proven and effective when used correctly

  or

- Disastrous and counterproductive otherwise

Problem Solution Model

1) The condition is occurring (**existence**)

2) And it is a problem (**harm**)

3) Which can not be solved unless we do what I propose (**inherency**)

4) It will be solved is we do what I propose. So we should do this

(**solvency**)

- Let's take look at an example with the problem of drunk driving in Tucson.

  - **Existence**: Last year, TPD cited 3573 drivers with drunk driving.

  - **Harm**: Drunk driving was attributed as the cause of 1250 traffic accidents which caused 483 fatalities and millions of dollars in claims to insurance companies for health care costs and vehicle damage.

  - **Inherency**: If intoxicated drivers were not getting behind the wheel, there would be no drunk driving related accidents.

  - **Solvency**: The solution is better enforcement, stricter penalties, and greater public awareness in Tucson.

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Comparative Advantage

1) The issue really matters (**importance**)

2) There is an advantage in doing what is proposed (**accrual**)

3) The benefit is great enough to warrant the effort/cost of this advantage (**significance**)

4) The result can be achieved by no other means than what is proposed (**uniqueness**)

- Let's take look at an example of recycling.
  - **Importance**: The planet cannot sustain the constant drain of natural resources.
  - **Accrual**: Recycling helps save the planet by renewing resources.
  - **Significance**: Natural resources will become depleted in the next two hundred years unless we start to recycle more.
  - **Uniqueness**: Our resources are finite and recycling is the only way to save our planet.

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Monroe's Motivated Sequence

Attention Step: Gain the attention of the audience

Need Step: Show the audience that a need exists that affects them.

Satisfaction Step: Having aroused a sense of need, satisfy it by presenting a solution to the problem.

Visualization Step: Help the audience imagine how much better conditions will be once your plan is adopted. Or, paint a picture of disaster if your plan is not implemented

Call to Action Step: Once the audience is convinced your policy is beneficial, state the exact action they must take.

"Develop a built-in bullshit detector."

Ernest Hemingway

Strategies for Evaluating Arguments

- **Evaluate Types of Evidence** - Is it sufficient to support the claim?

- **Personal Experience** - may be biased, so do not accept it

- **Examples** - should not be used by themselves

Strategies for Evaluating Arguments

- **Statistics** - can be misused, manipulated or misinterpreted.

- **Comparisons and Analogies -** reliability depends on how closely they correspond to the situation.

- **Relevancy and Sufficiency of Evidence -** is there enough of the right kind to support the claim?

Strategies for Evaluating Arguments

- **Definition of Terms** should be carefully defined and used consistently

- **Cause-Effect Relationships** - evidence that the relationship exists should be present

- **Implied or Stated Value System** - are they consistent with your personal value system?

Strategies for Evaluating Arguments

- **Recognizing and Refuting Opposing Viewpoints**

  - Question the accuracy, relevancy or sufficiency of the opponent's evidence.

  - Does the author address opposing viewpoints clearly and fairly?

  - Does the author refute the opposing viewpoint with logic and relevant evidence?

Strategies for Evaluating Arguments

- **Unfair Emotional Appeals**

  - Emotionally Charged or Biased Language

  - False Authority

    - athletes endorsing underwear

    - movie stars selling shampoo

Strategies for Evaluating Arguments

- Unfair Emotional Appeals
  - **Appeal to "Common Folk"**
    - an ad showing a product being used in an average household
    - a politician suggesting he is like everyone else
  - **Ad Hominem -** attack on the person rather than his/her viewpoint
  - **"Join the Crowd" Appeal or Bandwagon**

At the end
of reasons
comes
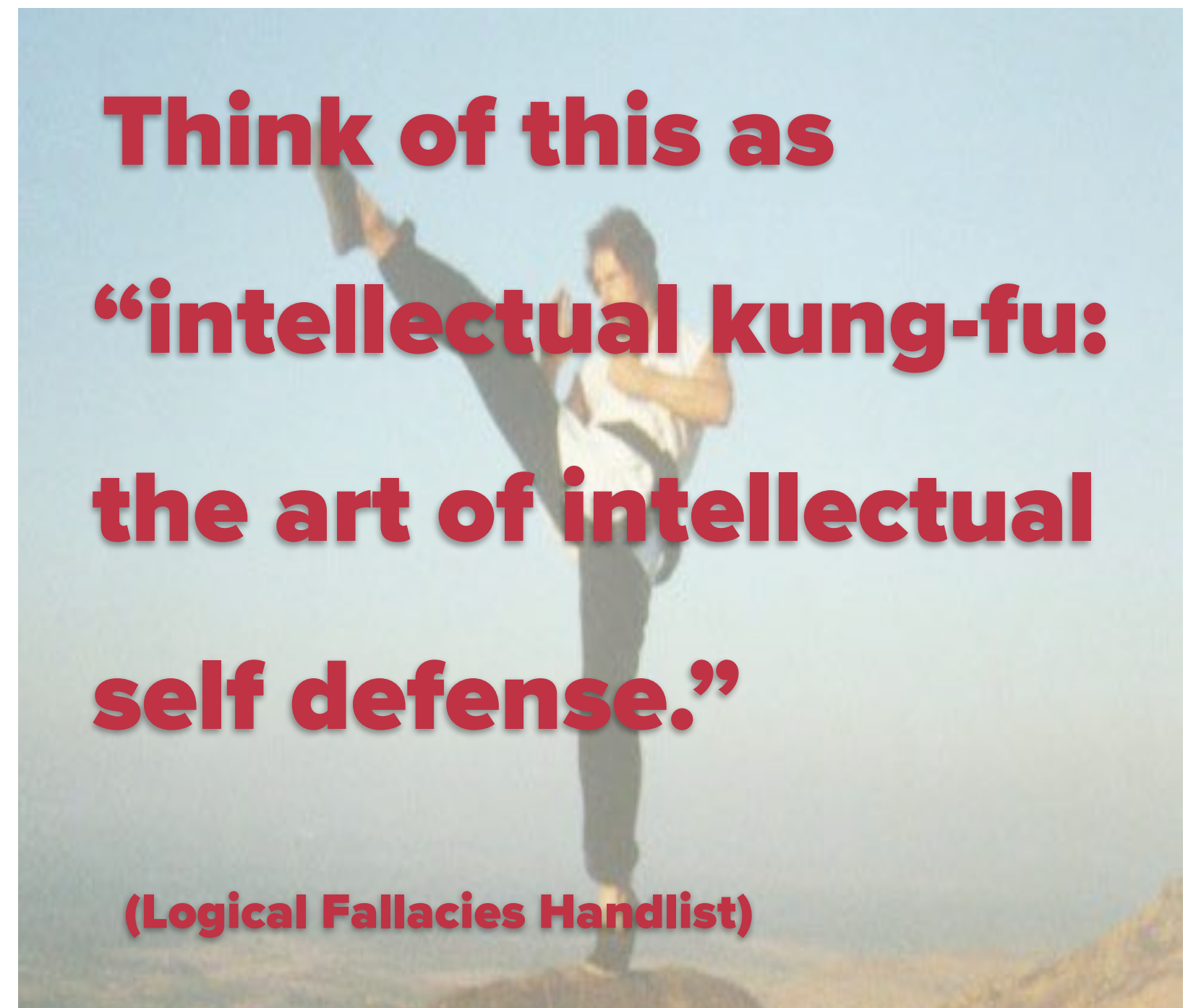persuasion

Ludwig Wittgenstein

What is a logical fallacy?

- A fallacy is an error of reasoning. These are flawed statements that often sound true

- Logical fallacies are often used to strengthen an argument, but if the listener detects them the argument can backfire, and damage the speaker's credibility

Why study logical fallacies?

- It is important to develop logical fallacy detection skills in your own writing, as well as others'.

Think of this as "intellectual kung-fu: the art of intellectual self defense."

(Logical Fallacies Handlist)

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Logical Fallacies

- **Circular Reasoning/Begging the Question**

  - "Female police officers should not be sent to crime scenes because apprehending criminals is a man's job."

- **Hasty Generalization** - conclusion derived from insufficient evidence

  - "Because one apple is sour, all of them in the bowl must be sour."

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Logical Fallacies

- **Non Sequitur ("It Does Not Follow")**

  - "Because my doctor is young, I'm sure she'll be a good doctor."

- **False Cause**

  - "Because I opened the umbrella when I tripped on the sidewalk, the umbrella must have caused me to trip."

- **Either-Or Fallacy**

  - "Because of the violence, TV must be either allowed or banned."

Logical Fallacies

- **Attack the straw man**

  - Knock down a whole argument based on one weak point

- **Slippery slope**

  - A leads to B which leads to C, so if you smoke pot you're going to do harder drugs

For Each Argument:

- Identify the claim.

- Outline the reasons to support the claim.

- What types of evidence are used?

- Evaluate the adequacy and sufficiency of the evidence.

- What emotional appeals are used?

- Does the speaker recognize or refute counter arguments?

Comparing the Arguments:

- Compare the types of evidence used.

- Which argument did you find more convincing? Why?

- What further information would be useful in assessing the issue?

Persuasive Delivery

- Appearance

- Vocal Delivery

- Eye Contact

- Posture

- Speech Rate