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Chapter 8: Communicating Persuasively

CONSIDERING THE CONTEXT OF YOUR ARGUMENT

- YOU HAVE TO UNDERSTAND THE GOALS AND VALUES OF YOUR AUDIENCE:
  - *SECURITY:* PEOPLE AREN'T USUALLY GOING TO AGREE WITH TOPICS THAT WILL HURT THEM. THEY LOOK OUT FOR THEMSELVES (JOBS, HEALTHCARE, ETC.).
  - *RECOGNITION:* TRY TO RECOGNIZE, COMPLIMENT, AND PRAISE PEOPLE FOR THEIR SUCCESSES, BUT DON'T CRITICIZE THEM PUBLICLY. GOOD WAYS OF RECOGNIZING PEOPLE ARE COMPANY NEWSLETTERS AS ONE EXAMPLE.
  - *GROWTH:* CHOOSE A TOPIC THAT WILL EXPAND THE AUDIENCE'S KNOWLEDGE; PEOPLE LIKE TO LEARN NEW THINGS. SHOWING HOW SOMETHING CAN HELP THEM MAY INSPIRE THEM TO AGREE MORE WITH YOUR ARGUMENT.
  - *CONNECTEDNESS:* PEOPLE WANT TO FEEL CONNECTED TO THE THINGS AROUND THEM; COMMUNITY PROJECTS, COMPANY GATHERINGS, AND GROUP PROJECTS CAN ALL HELP PEOPLE FEEL MORE INVOLVED.

- WHEN PLANNING PERSUASIVE DOCUMENTS, YOU HAVE TO BE AWARE OF AND BE ABLE TO WORK W/IN YOUR CONSTRAINTS. IMPORTANT TO FOLLOW WHEN WORKING ON A DOCUMENT
  - *LEGAL:* MAKE SURE YOU'RE ABIDING BY ALL LAWS WHEN WORKING ON A DOCUMENT, MEET W/ COUNSEL IF UNSURE
  - *POLITICAL:* UNDERSTAND THAT YOU DON'T WANT TO WASTE TIME ON A DOCUMENT THAT IS NOT GOING TO CHANGE ANYTHING; CAN'T AFFORD THE CHANGE, OR NO ONE WOULD APPROVE IT
  - *INFORMATIONAL:* CONSIDER HOW MUCH RESEARCHABLE/GATHERABLE INFORMATION YOU CAN ACTUALLY ACQUIRE, CONSIDER HOW BIASED INFORMATION IS WHEN FINDING IT A PROJECT, MAYBE PERSUADE THEM W/ ANOTHER DOCUMENT
  - *FINANCIAL:* KEEP THIS IN MIND WHEN PRINTING OR HIRING BECAUSE YOU DON'T ALWAYS HAVE UNLIMITED FUNDS
  - *TIME:* DEADLINES ARE EXTREMELY IMPORTANT, MAKE SURE EVERYTHING HAS A TIMEFRAME AND IS SCHEDULED
  - *FORMAT AND TONE:* FORMAT THE DOCUMENT BASED ON THE NEEDS OF THE AUDIENCE (EX-PUT CHARTS IN THE APPENDIX), AND MAKE SURE YOU USE AN APPROPRIATE TONE, ALWAYS POLITE, BUT LOOK AT YOUR AUDIENCE FOR FORMALNESS

PRESENTING YOURSELF EFFECTIVELY

WHEN WRITING, YOU WANT TO PRESENT YOURSELF PROFESSIONALLY. YOU CAN DO THIS BY USING:
- COOPERATIVENESS
- MODERATION
- FAIR-MINDEDNESS
- MODESTY

A LOOK AT SEVERAL PERSUASIVE ARGUMENTS

there are several different ways you can persuade an audience to agree with your argument. You can use:
- Testimonials
- Text and graphics
- Crafting professional images

AVOIDING LOGICAL FALLACIES

FALLACIES ARE MISTAKES IN REASONING THAT SHOULD BE AVOIDED IN PERSUASIVE WRITING (SEE EXPLANATIONS AND EXAMPLES ON PAGE 182):
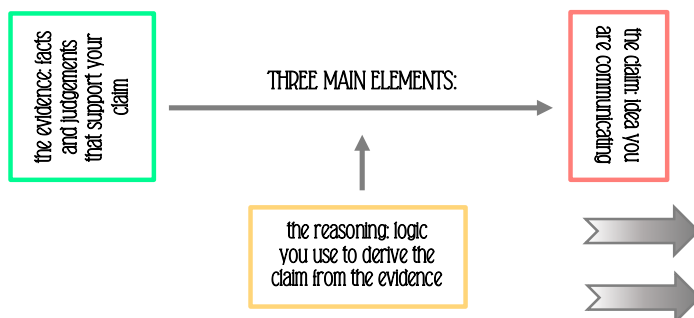Ad hominem, argument from ignorance, appeal to pity, argument from authority, circular argument, either-or argument, ad populum argument, hasty generalization, post hoc reasoning, oversimplifying

USING GRAPHICS AS PERSUASIVE ELEMENTS

graphics can help convey not only the technical data, but also the nontechnical information by giving a visual (page 186 for reference).

CRAFTING A PERSUASIVE ARGUMENT ———————— . . . CONTINUED ————

the evidence: facts and judgements that support your claim

THREE MAIN ELEMENTS:

the claim: idea you are communicating

the reasoning: logic you use to derive the claim from the evidence

MAKE SURE YOU USE THE RIGHT KINDS OF EVIDENCE: examples, numerical data, expert testimony, and "commonsense" arguments

MAKE SURE YOU CONSIDER OPPOSING VIEWPOINTS: oppv. is based on illogical reasoning or inaccurate/illogical facts, oppv. is less powerful than your own, the arguments can be reconciled

MAKE SURE YOU APPEAL TO EMOTIONS: you can combine emotional appeals with appeals to reason, but don't over-exaggerate emotion

MAKE SURE YOU DECIDE WHERE TO PRESENT THE CLAIM: decide whether the beginning of your argument is the best place to state your claim

MAKE SURE YOU UNDERSTAND THE ROLE OF CULTURE IN PERSUASION: know what makes an argument persuasive (statistics and data), how to structure an argument (Western-up front claim v. Eastern-delayed claim)