

# 说服他人的策略 → ①小步论证, 不要跳跃. ②用他人的价值观,来表达你要传递的信息

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## ‘Persuasion Fatigue’ Is a Unique Form of Social Frustration “说服疲劳”是一种独特的社交挫折

Arguing with other people is an invitation 鼓励；（尤指）怂恿，招致 to exasperation 恼怒；恶化；惹人恼怒的事.

One *common scene* **plays (v.) out** 发生；出现 as follows. You want **to convince** (v.)使相信；使信服 a friend or a family member **of** something you know *they disagree with you about*, so you share (v.) information and **walk through**（循序渐进地）教；逐步引导 your reasoning with them. They reject (v.) your case 论据，理由，辩词.

Undaunted (a.)顽强；百折不挠, you **brush (v.) up** 温习; 加强...知识 **on** the issue and try again, optimistic (a.)乐观的；抱乐观看法的 that /more facts will shift (v.) the other person’ s thinking. You repeat yourself — maybe more loudly and slowly. But your audience remains unmoved (a.).

How do you react /when your powers of persuasion fail? You might **dismiss** (v.)解雇,开除,驳回；不受理;不予考虑；摒弃；对...不屑一提 the person who doesn’ t heed (v.)留心，注意，听从（劝告或警告） your arguments 论据，理由 **as biased** (a.)有偏见的, *dimwitted* (a.)愚蠢的；笨的 or otherwise *out of touch with reality* 脱离现实.

You naturally feel (v.) your own logic is irresistible 无法抵抗的,极诱人的. You might decide to stop talking about that particular issue. You might even **cut ties**. Indeed 确实，的确, these unresolved debates can **contribute to** *social estrangement* 疏远（的一段时间）；分居（期） and *parent-child* 父子关系 *breakups* (n.)(婚姻、关系、联系等的) 破裂.

In our research **thus far** 迄今；现在为止, 28 percent of participants have **cited** (v.) persuasion fatigue 疲惫 **as** the reason for *cutting someone out of their life*. Persuasion fatigue portends (v.)预兆，预示（坏事） *breakups* 分手，解散. Though 主 many of these splits 分歧；分裂；分离系 were doubtlessly justified (a.)（做某事）有正当理由的, others could have been avoided 方式状 with a little more self-reflection 自我反省.

一个常见的场景是这样的。你想让朋友或家人相信你知道他们不同意你的观点，所以你分享信息，并和他们讨论你的理由。他们驳回了你的案子。你毫不畏惧地复习这个问题，然后再试一次，乐观地认为更多的事实会改变对方的想法。你重复自己的话——也许声音更大，速度更慢。但你的听众无动于衷。

当你的说服能力失效时，你会作何反应？你可能会把那些不听你的观点的人视为有偏见、愚蠢或与现实脱节。你自然会觉得自己的逻辑是不可抗拒的。你可能决定不再谈论那个特定的问题。你甚至可能断绝关

系。事实上，这些未解决的争论，会导致"社会中人与人的隔阂"和"父子关系破裂"。

迄今为止，在我们的研究中，28% 的参与者，将"说服性疲劳"作为"将某人从自己生活中剔除出去"的原因。"说服性疲劳"预示着分手。尽管其中许多分裂无疑是合理的，但其他分裂，本可以通过多一点自我反省来避免。

Example 1. 标题

exasperate

/ɪɡˈzæspəreɪt/ [ VN ] to annoy or irritate sb very much 使烦恼；使恼怒；激怒  
→ ex-, 向外。-asper, 粗糙，词源同asperity.

与他人争论，是一种会引起激怒的诱因。

convince

(v.) ~ sb/yourself (of sth): to make sb/yourself believe that sth is true 使确信；使相信；使信服

walk (v.) sb 'through sth

to help sb learn or become familiar with sth, by showing them each stage of the process in turn ( 循序渐进地 ) 教；逐步引导

- She walked me through a demonstration of the software. 她一步步地给我演示软件。

undaunted

(a.) 顽强；百折不挠；坚强不屈  
→ daunt 使胆怯；使气馁；使失去信心. 来自拉丁语domitare, 统治，驯服，词源同dominate, tame. 拼写参照同源词danger.

estrangement

/ɪˈstreɪndʒmənt/  
~ (from sb/sth) ~ (between A and B) the state of being estranged ; a period of being estranged 疏远 ( 的一段时间 ) ；分居 ( 期 )  
→ e-, 缓音字母。strange, 外来的，陌生的。引申词义分居的。

It is true that others are not always open (v.)准备接待 to your ideas. Ending the discussion can therefore be the right thing to do.

First, it' s easy to be too ambitious in debate. A persuasive argument needs small steps of agreement on *premises* ( 企业的 ) 房屋建筑及附属场地，营业场所;以.....为基础，以.....为前提 *and assumptions* 假定；假设, not giant leaps (n.) to a conclusion.

在论证中，小步的同意 ( small steps of agreement ) 意味着对"前提" ( premises ) 的认同，以及对"假设" ( assumptions ) 的谨慎对待，以避免跳跃到不合理的结论。

Example 2. 案例

prem·ise

( BrE alsoprem·iss ) ( formal ) a statement or an idea that forms the basis for a reasonable line of argument 前提；假定  
→ 来自古法语premissa,来自拉丁语premissa,前提，假设，在前面的论断，来自pre-,在前，早于，-miss,送出，提出，词源同mission,emit.在法律文件中意为前面陈述之事，描述物，通常指土地或房屋，因而引申该词义。

Table 1. presumption 和 assumption 有什么区别?

premise ( 前提 )	Assumption ( 假设 )
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premise (前提)	Assumption (假设)
A premise is a proposition or a statement that serves as the basis or the starting point of an argument or a theory. It is often used to establish a logical or a causal relationship between two or more things. premise 是作为论证或理论的“基础”或“起点”的命题或陈述。它通常用于在两个或多个事物之间,建立逻辑或因果关系。	An assumption is a belief or a proposition that is taken for granted without proof or evidence. It is often used to simplify a complex problem or to make a hypothesis. An assumption may or may not be true. assumption 是在没有证明或证据的情况下,被认为是理所当然的信念或主张。它通常用于简化复杂的问题或做出假设。assumption 可能正确,也可能错误。

Second, remember (v.) that values and feelings underlie (v.)构成...的基础；作为...的原因 thinking. If you don' t feel *what someone else feels (v.)*, it' s difficult to grasp (v.)抓牢，握紧;理解，领会 how they think.

To reach your audience, it may be essential 必不可少的；极其重要的 to express your message **in terms 表达方式；措辞；说法** of their values, not yours. Psychologists call this “moral reframing 重新构造.”

In debates over public policy, 主 wrapping (v.)包，裹（礼物等） your message in your audience' s values 谓 has been shown (v.)表明；证明 to increase its persuasiveness.

In fact, research suggests that 主 **the simple act** of affirming (v.)肯定属实；申明；断言 your interlocutor' s 参加谈话者；对话者 values — telling them you understand where they' re coming from, even if you don' t agree — 谓 **may** lead them to lower (v.) their defenses /and **open up a little to** new arguments.

的确，他人并不总是对你的想法持开放态度。因此，结束讨论可能是正确的做法。

首先，在辩论中很容易过于雄心勃勃。有说服力的论证，需要在前提和假设上达成一致的小步骤，而不是大步得出结论。如果有人不相信你的有争议的论点，那么请回溯到支持每个论点的观点。

其次，记住：对方持有何种价值观和感受，是你思考“他们如何得出他们观点”的基础。如果你感受不到他人脑中拥有的感受，你也就很难理解他们的真正想法为何会如此。（即他们真正的抗性在哪里，他们的价值观建立在什么之上？）。

为了吸引您的听众，可能必须根据他们的价值观，而不是您的价值观，来表达您的信息。心理学家称之为“道德重构”。在关于公共政策的辩论中，将您的信息包装在听众的价值观，中已被证明可以提高其说服力。事实上，研究表明，肯定对话者价值观的简单行为——告诉他们你理解他们的观点，即使你不同意——也可能能够使它们降低防御，并开始接受新的论点。

### Example 3. 案例

inter-locu-tor

→ inter-,在内，在中间，相互，-loc,说话，词源同 locution,colloquy.

Finally, your fatigue may be exacerbated (v.)使恶化；使加剧；使加重 by thinking or assuming that /debate is a zero-sum 零和的 struggle — that you win (v.) *if and only if* 当且仅当, your opponent loses (v.). But sometimes you' re better off 离开；偏离;从（某处）落下；离开；（时空上）离，距 **seeing** an argument **as a collaborative 合作的；协作的 effort** to find the truth.

最后，如果您将辩论视为是一场零和博弈，这种定位，会加剧您的挫折感——因为在这种逻辑下，就变成只有当您的对手输了，您才会赢。所以，有时候，你最好将争论，视为合作寻找真相的努力。（即将对方的意见当做是为你提供咨询的一方。你是甲方，对方是乙方。）

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## <pure> ‘Persuasion Fatigue’ Is a Unique Form of Social Frustration

Arguing with other people is an invitation to exasperation.

One common scene plays out as follows. You want to convince a friend or a family member of something you know they disagree with you about, so you share information and walk through your reasoning with them. They reject your case. Undaunted, you brush up on the issue and try again, optimistic that more facts will shift the other person’s thinking. You repeat yourself—maybe more loudly and slowly. But your audience remains unmoved.

How do you react when your powers of persuasion fail? You might dismiss the person who doesn’t heed your arguments as biased, dimwitted or otherwise out of touch with reality. You naturally feel your own logic is irresistible. You might decide to stop talking about that particular issue. You might even cut ties. Indeed, these unresolved debates can contribute to social estrangement and parent-child breakups.

In our research thus far, 28 percent of participants have cited persuasion fatigue as the reason for cutting someone out of their life. Persuasion fatigue portends breakups. Though many of these splits were doubtlessly justified, others could have been avoided with a little more self-reflection.

It is true that others are not always open to your ideas. Ending the discussion can therefore be the right thing to do.

First, it’s easy to be too ambitious in debate. A persuasive argument needs small steps of agreement on premises and assumptions, not giant leaps to a conclusion.

To reach your audience, it may be essential to express your message in terms of their values, not yours. Psychologists call this “moral reframing.” In debates over public policy, wrapping your message in your audience’s values has been shown to increase its persuasiveness. In fact, research suggests that the simple act of affirming your interlocutor’s values—telling them you understand where they’re coming from, even if you don’t agree—may lead them to lower their defenses and open up a little to new arguments.

Finally, your fatigue may be exacerbated by thinking or assuming that debate is a zero-sum struggle—that you win if, and only if, your opponent loses. But sometimes you’re better off seeing an argument as a collaborative effort to find the truth.

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