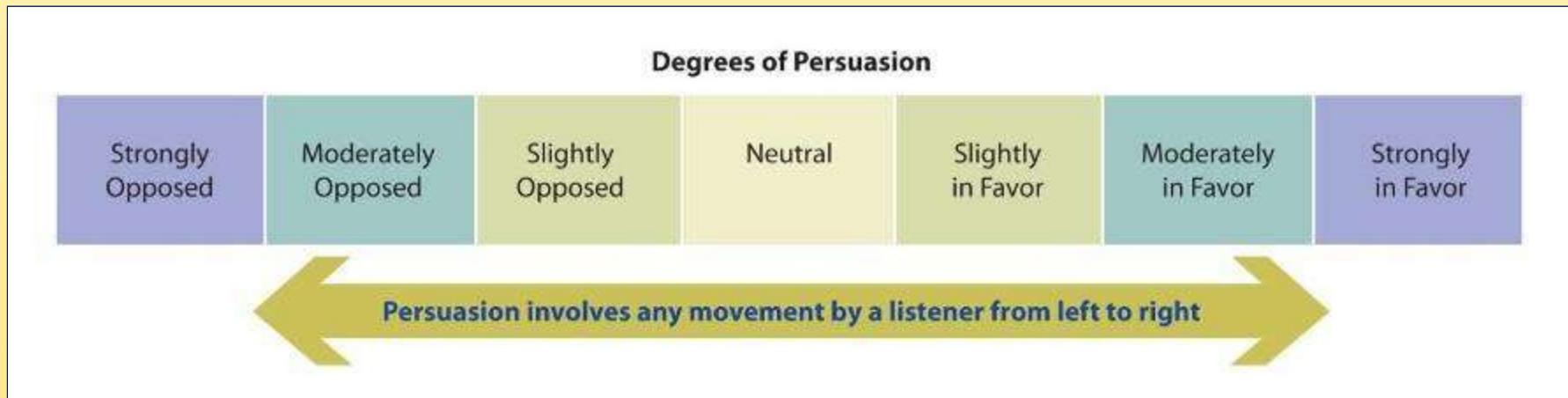# chapter **15**
Speaking to Persuade

Persuasion

Creating, reinforcing, changing people's beliefs or actions

Ethics & Persuasion

- **Ethical goals**

- **Ethical methods**

Degrees of Persuasion

Degrees of Persuasion

Strongly Opposed	Moderately Opposed	Slightly Opposed	Neutral	Slightly in Favor	Moderately in Favor	Strongly in Favor

Persuasion involves any movement by a listener from left to right

Mental Dialogue with Audience

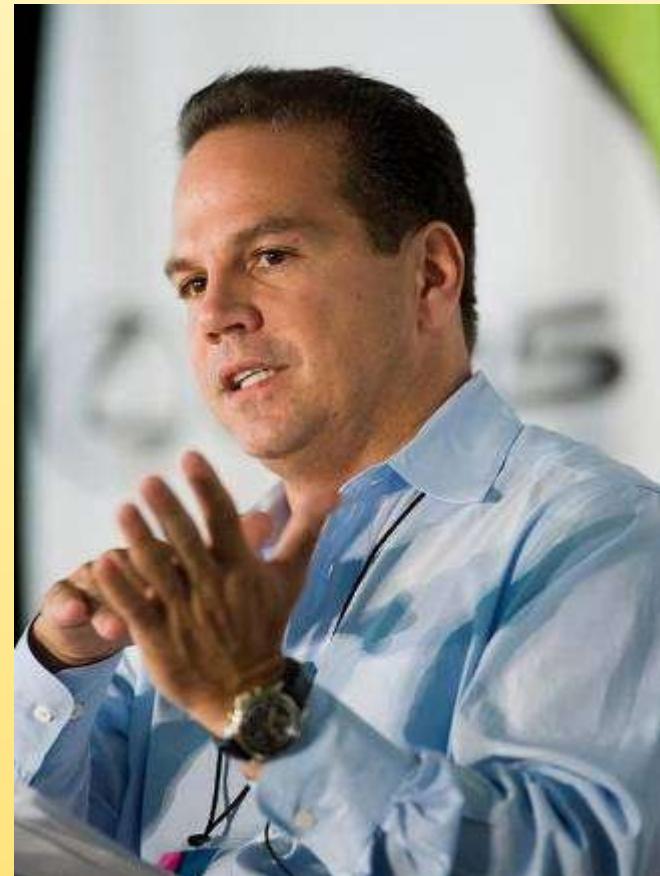**Mental give & take between speaker and listener**

Target Audience

Portion of audience speaker most wants to persuade

Persuasive Speeches

- **Questions of fact**

- **Questions of value**

- **Questions of policy**

Question of Fact

Truth or falsity of assertion

Question of Fact

Specific Purpose: To persuade my audience that an earthquake of 9.0 or above on the Richter scale will hit California in the next ten years.

Question of Fact

- California is overdue for a major earthquake.

- Many geological signs indicate that a major earthquake may happen soon.

- Experts agree that a major earthquake could hit California any day.

Question of Value

Question about worth, rightness of idea or action

Question of Value

Specific Purpose: To persuade my audience that capital punishment is morally and legally wrong.

Question of Value

- **Capital punishment violates the biblical commandment "Thou shalt not kill."**

- **Capital punishment violates the constitutional ban on "cruel and unusual punishment."**

Question of Policy

Whether course of action should or should not be taken

Speeches on Questions of Policy

- ## Passive agreement

- ## Immediate action

Passive Agreement

- **Convince audience policy is desirable**

- **Don't encourage action to support policy**

Passive Agreement

"To persuade my audience there should be stricter safety standards on amusement-park rides."

Immediate Action

Convince audience to act in support of policy

Immediate Action

"To persuade my audience to become literacy tutors."

Basic Issues of Policy Speeches

- **Need**

- **Plan**

- **Practicality**

Need

Is there a problem that requires change from current policy?

Plan

What is speaker's plan to solve the problem with current policy?

Practicality

- **Will speaker's plan solve problem?**

- **Will speaker's plan create new problems?**

Organizing Policy Speeches

- **Problem-solution**

- **Problem-cause-solution**

- **Comparative advantages**

- **Monroe's motivated sequence**

Problem-Solution

Main Point I: **Documents existence of problem.**

Main Point II: **Presents solution to problem.**

Problem-Solution

Specific Purpose: To persuade my audience that the use of antibacterial chemicals in household products is creating health and environmental problems.

Problem-Solution

- **The use of antibacterial chemicals in household products is a serious problem.**

- **Solving these problems requires a combination of government and consumer action.**

Problem-Cause-Solution

Main Point I: **Documents existence of problem**

Main Point II: **Analyzes causes of problem**

Main Point III: **Presents solution to problem**

Problem-Cause-Solution

Specific Purpose: To persuade my audience that the age for full motor-vehicle driving privileges should be raised to 18.

Problem-Cause-Solution

- Accidents and death involving teenage drivers is a serious national problem.

- There are four main causes of the problem.

- We can solve these problems by raising the age for full driving privileges to 18.

Comparative Advantages

Each main point explains why speaker's solution is preferable to other solutions

Comparative Advantages Order

Specific Purpose: To persuade my audience that automakers should emphasize developing hydrogen fuel-cell cars more than gas-electric cars.

Comparative Advantages Order

- **Unlike hybrid cars, hydrogen cars run entirely without gasoline.**

- **Unlike hybrid cars, hydrogen cars do not emit any air-polluting exhaust.**

Monroe's Motivated Sequence

Five-step sequence for organizing speeches that seek immediate action

Monroe's Motivated Sequence

Attention: **Gain attention**

Need: **Show need for change**

Satisfaction: **Provide solution to need**

Monroe's Motivated Sequence

Visualization:

Intensify desire for solution by visualizing its benefits

Action:

Urge audience to take action in support of solution