

PERSUASIVE COMMUNICATION

MODULE 4 HANDOUT

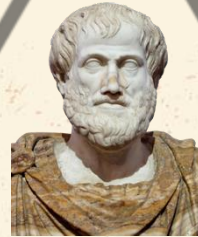


Aristotle's Rhetorics



Logic in Argument

Logos



Aristotle's
Rhetoric

Pathos

Pursuing audience with



Ethos



Four Key Questions of Audience

1

Question:

Who are you?



This question speaks to your credibility, including your track record, background, and knowledge.

2

Question:

What do you want me to do?



This question addresses the type of attitude change the presenter wants to inspire in the audience.

Four Key Questions of Audience

3

Question:

Why would I give it to you?



This question highlights the reasons from the presentation that would motivate the audience to comply.

4

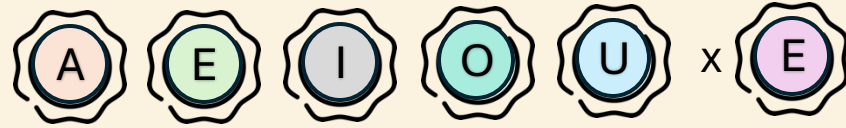
Question:

What is in it for me?



What does the audience gain by complying with the presenter's requests?

AEIOUxE Framework



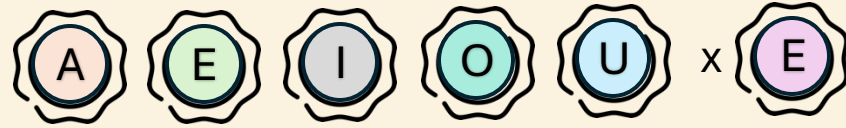
Techniques to enhance audience's attention span:

1. Start strong
2. Smile
3. Correct gestures and body language
4. Involve the audience
5. Address people by names/their title
6. Use correct vocal variety [pitch+tone+volume]
7. Summarise and move ahead
8. Pause and alter speed when needed



ATTENTION

AEIOUxE Framework



EXAMPLES

Examples help

- ✓ Prove the logic
- ✓ Support the argument

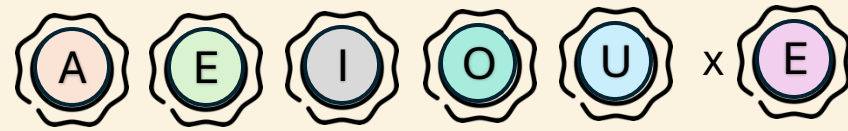


“I” factor
Speaker’s Credibility

Dimensions of credibility:

1. Competence
2. Integrity
3. Character
4. Track record
5. Appearance/Style & Confidence
6. Demographics

AEIOUxE Framework



Objective

S Specific Define a very specific goal

M Measurable Make sure your progress is measurable

A Achievable Set reasonably achievable goals

R Relevant Your goals should align with your long term vision

T Time-based Set realistic time frame

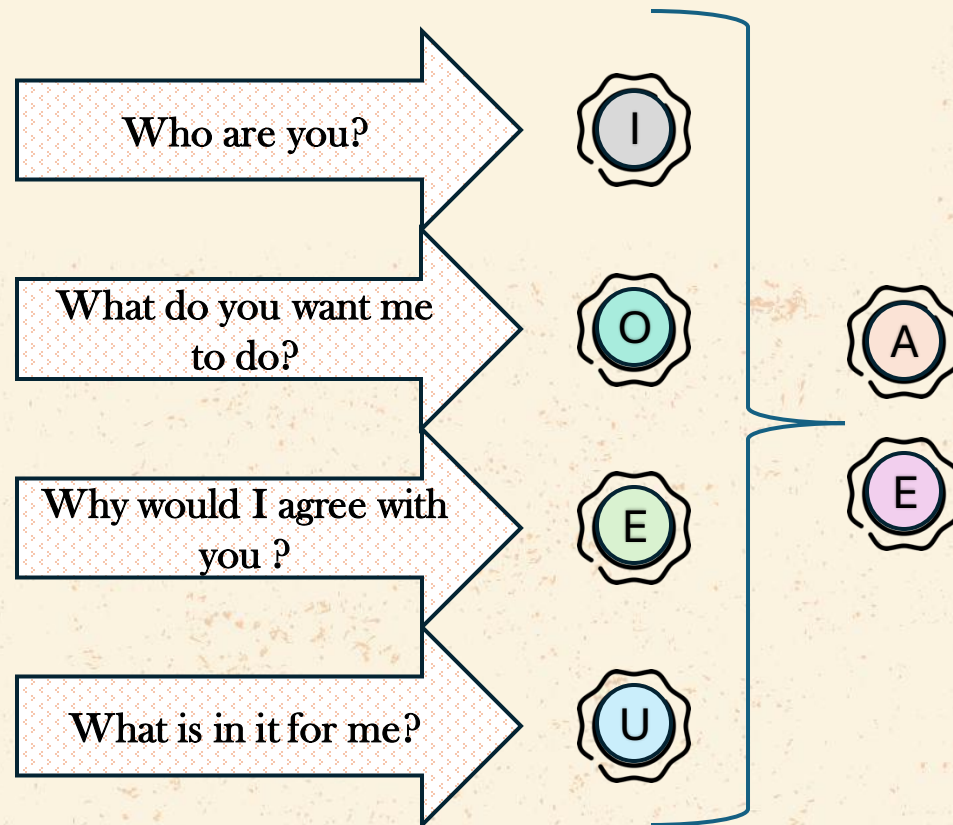
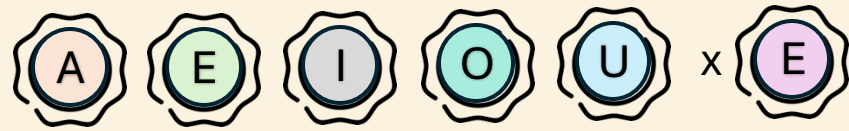
“U” factor Benefits to Audience

Emotion

Ways to evoke emotion

1. Storytelling
2. Humor
3. Provocation
4. Arguments

AEIOUxE Framework



AEIOUxE Framework X OBC Framework

