

Persuasive Speaking



Definition of persuade

Synonyms: induce, prevail, convince

- To succeed in causing a person to do or consent to something. To win someone over.
- To *convince* is to persuade by the use of argument or evidence.

Definition of Persuasive Speech

- Aim to convince the audience to believe a certain view.
- The process aims to change a person or group's attitude or behavior.

Persuasion Involves



- ethos (credibility)
- logos (logic)
- pathos (emotion)

By performing these three elements competently, a speaker can enhance their persuasive power.

Goals of Persuasive Speaking



- 1 Convince
- 2 Incite action (actuation)
- 3 Enhance belief (stimulate)

Goal 1: Persuade to Convince



- Designed to cause the audience to internalize and believe a viewpoint that they did not previously hold
- The speech has an argument that convinces the audience members to change their mind

(Coke better Pepsi)

Goal 2: Persuade to Incite



- Designed to cause the audience to do something, to take some action
 - Particularly useful if audience already shares some or all of your view
- (Go and vote)

Goal 3: Persuade to Enhance



- Designed to enhance how strongly audience believes in an idea
 - Speaker understands audience already believes in viewpoint - increase degree
 - Speaker tries to stimulate audience, make more enthusiastic about view
- (Be stronger believer).

What affects the success?



- Willingness of audience to accept new view
- The speakers body language
- Environment in which speech is delivered

Components of Persuasive Speaking



Logical Appeal

∞ Present set of information to show why a conclusion must be rationally true

∞ Examples: Court Cases

Emotional Appeal

∞ Aim to make audience feel a certain way so they will accept conclusion

∞ Examples: Negative Political Ads

Informative vs Persuasive



- ∞ Reveals options
- ∞ Teaches
- ∞ Support enlightens
- ∞ Asks you to know
- ∞ Low risk
- ∞ Few appeals to feelings
- ∞ High ethical demands

- ∞ Urges choice of options
- ∞ Advocates
- ∞ Support justifies
- ∞ Asks you to do
- ∞ High risk
- ∞ More appeals to feelings
- ∞ Higher ethical demands

The Process of Persuasion



- Makes listeners aware of a problem
- Helps listeners understand proposals
- Gives listeners good reasons to agree
- Encourages listeners to act
- Helps listeners integrate new attitudes

Making the process work



- Arouse attention with introduction
- Define terms
- Provide examples
- Use solid supporting materials
- Include a plan of action
- Ask for commitment
- Relate ideas to audience needs, interests, values

Removing barriers



- Provide needed information
- Affirm and apply values
- Cite respected authorities
- Don't overstate your case
- Don't rely too much on emotions

Move people to action



- Revitalize shared beliefs
- Demonstrate need for involvement
- Present a clear plan of action
- Make it easy to comply

Be Ethical



- Avoid name calling and personal attacks
- Be open about your personal interests
- Adapt, but don't compromise convictions
- Argue from responsible knowledge
- Use good sources. Don't make up data
- Avoid inflammatory language

Strategies for Persuasive Speaking



∞ Problem – Solution

∞ Motivated – Sequence

∞ Refute

Strategy 1: Motivated - Sequence



- 1 Arouse attention
- 2 Demonstrate problem
- 3 Offer solutions
- 4 Call for action

Strategy 2: Motivated - Sequence



- 1 Arouse attention
- 2 Demonstrate need
- 3 Satisfy need
- 4 Visualize results
- 5 Call for action

Strategy 3: Refute



- 1 State point you will discredit
- 2 Explain importance of point
- 3 Tell listeners how you will refute it
- 4 Present evidence (including other side!)
- 5 Spell out conclusion
- 6 Explain significance of refutation
- 7 Repeat sequence for each point you refute
- 8 Call for action