

**A POCKET
GUIDE TO
PUBLIC
SPEAKING
4TH EDITION**

Chapter 24

Persuasive Speaking

Persuasive Speaking

- The goal is to influence audience members'
 - ▶ Attitudes;
 - ▶ Beliefs;
 - ▶ Values;
 - ▶ Actions.

Focus on Motivation

- Use information from audience analysis.
 - ▶ Make the message personally relevant to listeners.
- Demonstrate the benefit to the audience.
- Establish your credibility.
- Set modest goals.

Focus on Motivation (cont.)

- Demonstrate how attitudes can prevent satisfaction.
 - ▶ Encourage receptivity to change.
- Greater success comes when the audience holds a similar position.

Balance Reason and Emotion

- Argument
 - ▶ Position with support for/against something
- Logos (appealing to reason and logic)
 - ▶ Critical when asking listeners to
 - ▶ Reach conclusions regarding complicated issues
 - ▶ Take a specific action

Balance Reason and Emotion (cont.)

- Pathos (emotions)
 - ▶ Methods of appealing to pathos:
 - ▶ Using vivid imagery
 - ▶ Telling compelling stories
 - ▶ Using repetition and parallelism

Stress Your Credibility

- Ethos
 - ▶ Moral character
 - ▶ Modern term is *speaker credibility*
- Audience must view you as credible
 - ▶ Increases their level of receptivity

Establishing Credibility

- Emphasize your grasp of the topic.
- Demonstrate trustworthiness.
 - ▶ Reveal your true speech goals.
 - ▶ Establish common ground.
 - ▶ Express genuine interest in audience's welfare.
- Strive for a dynamic delivery.

Target Listeners' Needs

- Maslow's hierarchy of needs
 - ▶ Lower levels must be met first
 - ▶ Higher levels considered unimportant until then

Maslow's Hierarchy of Needs

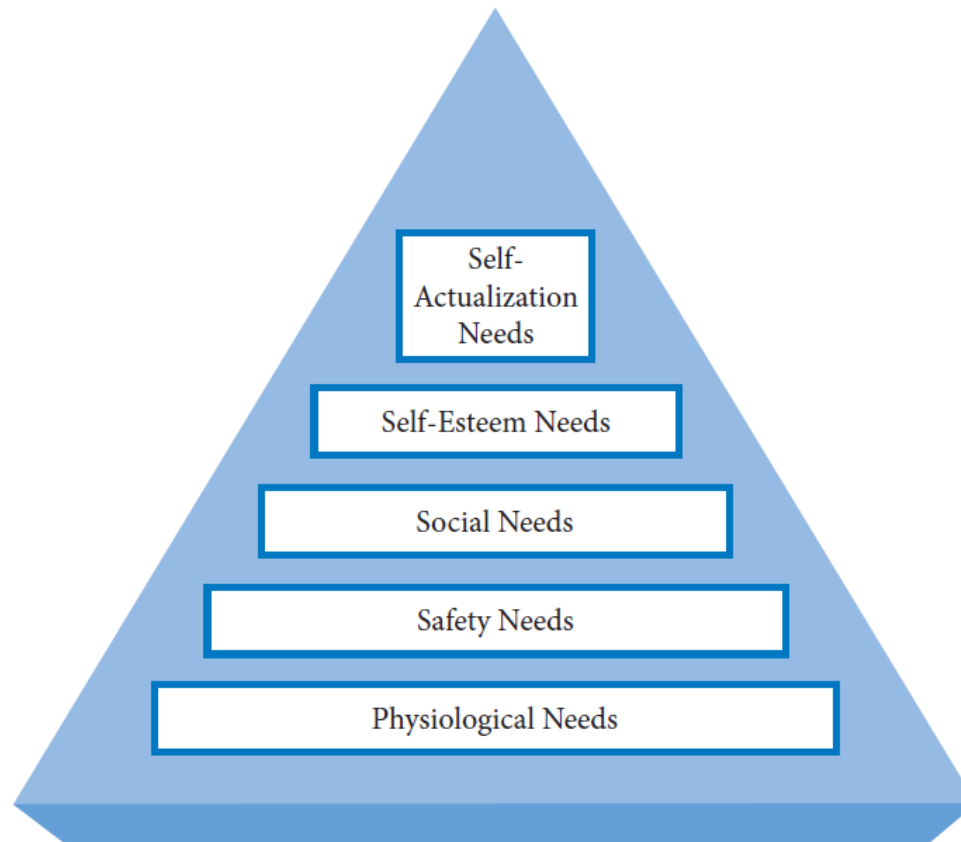


FIGURE 24.1 Maslow's Hierarchy of Needs

Target Listeners' Needs (cont.)

- Physiological needs
 - ▶ Having food, water, air, and safety
 - ▶ Plan for and accommodate listeners' needs
 - ▶ Appeal to safety benefits

Target Listeners' Needs (cont.)

- Social needs
 - ▶ Finding acceptance, having meaningful relationships
 - ▶ Appeal to social benefits
- Self-esteem needs
 - ▶ Feeling good about ourselves
 - ▶ Appeal to emotional benefits

Target Listeners' Needs (cont.)

- Self-actualization needs
 - ▶ Achieving goals, reaching our potential
 - ▶ Appeal to need to fulfill potential

Encourage Mental Engagement

- Elaboration likelihood model of persuasion
 - ▶ Central processing
 - ▶ Listeners
 - ▶ Are motivated and thinking critically;
 - ▶ Seriously consider what your message means to them;
 - ▶ Are most likely to act on your message.

Encourage Mental Engagement (cont.)

- ▶ Peripheral processing
 - ▶ Listeners pay little attention; consider your message
 - ▶ Irrelevant;
 - ▶ Too complex to follow;
 - ▶ Just plain unimportant.
 - ▶ They might support you for superficial reasons.

Encourage Mental Engagement (cont.)

- Link arguments to listeners' practical concerns.
- Use the appropriate level of understanding.
- Demonstrate common bonds.
- Stress your credibility.

Construct Sound Arguments

- Three elements to an argument:
 - ▶ Claim or proposition (states your conclusion)
 - ▶ Based on evidence
 - ▶ Evidence (substantiates the claim)
 - ▶ Warrant (provides reasons evidence is valid)

Identify the Nature of Your Claims

- Claim of fact
 - ▶ Whether something is true or will happen
- Claim of value
 - ▶ Addresses issues of judgment
- Claim of policy
 - ▶ Recommends a specific course of action

Use Convincing Evidence

- External evidence
 - ▶ Examples, narratives, testimony, facts, statistics
- Audience's preexisting knowledge/opinions
 - ▶ Reaffirm listeners' own attitudes, beliefs, values
- Speaker expertise
 - ▶ Offer in conjunction with other evidence

Address the Other Side of the Argument

- One-sided message
 - ▶ Does not mention opposing claims
- Two-sided message
 - ▶ Mentions opposing points of view
 - ▶ Sometimes refutes them
 - ▶ Generally more persuasive

Address the Other Side of the Argument (cont.)

- Ignoring opposing arguments might damage your credibility.
- You don't need to acknowledge/refute all counterarguments.
- Raise/refute the most important counterclaims.

Use Effective Reasoning



- Reasoning
 - ▶ Drawing conclusions from evidence
- Arguments using deductive reasoning
 - ▶ Begin with a general principle/case;
 - ▶ Offer a specific example;
 - ▶ Lead to the speaker's conclusion.

Use Effective Reasoning (cont.)

- Inductive reasoning
 - ▶ Moves from specific case to general conclusion
 - ▶ Speaker's conclusion appears to be true.
 - ▶ Not necessarily true
 - ▶ Arguments can be strong or weak.

Use Effective Reasoning (cont.)

- Reasoning by analogy
 - ▶ Common form of inductive reasoning
 - ▶ Speaker compares two similar cases
 - ▶ Implies that what is true in one is true in the other
- Causal reasoning
 - ▶ Claims one event/circumstance causes another

Avoid Fallacies in Reasoning

- Logical fallacy
 - ▶ False/erroneous statements
 - ▶ Deceptive reasoning
 - ▶ Must be aware of them to
 - ▶ Avoid making them yourself;
 - ▶ Identify them in others' speeches.

Types of Logical Fallacies

- Begging the question
 - ▶ Argument that cannot be untrue
 - ▶ Lacks evidence to support it
- Bandwagoning
 - ▶ Basing an argument on general opinion

Types of Logical Fallacies (cont.)

- Either-or fallacy
 - ▶ Presents only two possible alternatives
 - ▶ May be many additional alternatives
- Ad hominem argument
 - ▶ Targets a person instead of the issue
 - ▶ Incites audience's dislike of that person

Types of Logical Fallacies (cont.)

- Red herring
 - ▶ Relies on irrelevant premises
- Hasty generalization
 - ▶ Bases general conclusion on isolated instance
- Non sequitur (“does not follow”)
 - ▶ Reasoning and conclusion are unconnected

Types of Logical Fallacies (cont.)

- Slippery slope
 - ▶ Faulty assumption that one case will lead to a series of events or actions
- Appeal to tradition
 - ▶ Suggests agreement because it is the way something has always been done

Address Culture



- Core values
 - ▶ Shared by listeners of a culture
 - ▶ Clashing appeals are usually unsuccessful.
- Cultural norms
 - ▶ Group's rules for behavior
 - ▶ Arguing against them usually fails.

Address Culture (cont.)



- Cultural premises
 - ▶ Specific values about identity and relationships
 - ▶ Difficult to challenge deeply-held premises

Address Culture (cont.)

- Emotions

- ▶ Ego-focused (anger, happiness, frustration)
- ▶ Other-focused (empathy, shame)
- ▶ Appeal to emotions in listeners' comfort zone.
- ▶ Avoid undue emphasis on uncomfortable emotions.

Strengthen Your Case with Organization

- Problem-solution pattern
 - ▶ Used when discussing claims of policy
 - ▶ Two-point pattern
 - ▶ I. Problem (define what it is)
 - ▶ II. Solution (offer method for overcoming problem)

Strengthen Your Case with Organization (cont.)

- Problem-cause-solution pattern
 - ▶ I. Nature of the problem
 - ▶ II. Reasons for the problem
 - ▶ III. Proposed solution

Strengthen Your Case with Organization (cont.)

- Problem-cause-solution-feasibility pattern
 - ▶ I. Nature of the problem
 - ▶ II. Reasons for the problem
 - ▶ III. Proposed solution
 - ▶ IV. Evidence of solution's feasibility

Strengthen Your Case with Organization (cont.)

- Monroe's motivated sequence
 - ▶ I. Attention
 - ▶ Addresses listeners' core concerns
 - ▶ II. Need
 - ▶ Isolates the issue to be addressed

Strengthen Your Case with Organization (cont.)

- ▶ III. Satisfaction
 - ▶ Identifies the solution
- ▶ IV. Visualization
 - ▶ Provides a vision of anticipated outcomes
- ▶ V. Action
 - ▶ Asks audience members to act

Strengthen Your Case with Organization (cont.)

- Comparative advantage pattern
 - ▶ Used to show your proposal's superiority
 - ▶ Best when audience agrees solution is needed
 - ▶ Make sure to identify familiar alternatives

Strengthen Your Case with Organization (cont.)

- Refutation pattern
 - ▶ I. State the opposing position
 - ▶ II. Describe why opposing claim is faulty
 - ▶ III. Offer arguments/evidence for your position
 - ▶ IV. Contrast your position with opposing claim

Identify the Disposition of the Audience

- Hostile audience
 - ▶ Stress areas of agreement.
 - ▶ Address opposing views.
 - ▶ Don't expect major change in attitudes.
 - ▶ Wait until the end to ask the audience to act.
 - ▶ Reason inductively.
 - ▶ Consider the refutation pattern.

Identify the Disposition of the Audience (cont.)

- Critical and conflicted audience
 - ▶ Present strong arguments and evidence.
 - ▶ Address opposing views.
 - ▶ Consider the refutation pattern.

Identify the Disposition of the Audience (cont.)

- Sympathetic audience
 - ▶ Use motivational stories and emotional appeals.
 - ▶ Reinforce positive attitudes.
 - ▶ Stress commonality with listeners.
 - ▶ Clearly tell listeners what you want them to do.
 - ▶ Consider the narrative (storytelling) pattern.

Identify the Disposition of the Audience (cont.)

- Uninformed, less-educated, or apathetic audience
 - ▶ Focus on capturing their attention.
 - ▶ Stress personal credibility and likeability.
 - ▶ Stress the topic's relevance to listeners.