

Handout #5

Persuasive speech

Primary objective

- change peoples' minds and get them agree with you and/or take some action.
- Analyze your (target) audience
 - o make skeptics re-examine their opinion
 - o persuade the undecided
 - o reinforce the opinions of those who are on your side
 - o be realistic in assessing the goals

Persuasion: used in everyday life and therefore useful to master. Ethics is REALLY important, know the facts, report them justly.

Listeners are engaged in mental internal dialogue, they assess speaker's credibility, arguments, involvement, etc. and confront with their stands and opinions. It means the speaker must **anticipate** this dialogue and make a speech that reflects it. This is the essence of a critical approach.

Informative vs. Persuasive
Same:

- general structure, outline
- supporting and developing your ideas
- Introduction/Conclusion guidelines

Different:

History of Capital Punishment (CP) CP should be re-instated in SR

Objective Subjective

Lecture, presentation mental dialogue

Persuasive speeches based on questions

- Facts
 - o Murky, not clearly established
 - o predictions
- values
 - o I like bicycle riding vs. Bicycle riding is the ideal way of transportation
 - o Establish standards (faster, no pollution, good for us,...) then say how the proposition fits those standards
- Policy
 - o Some action, "should" appears in the central idea, goes beyond questions of fact and/or values
 - To gain passive agreement (e.g. C.P.)
 - To gain immediate action (donate blood), be as specific as possible

- Need/problem exists, burden of proof, plan and its practicality
- Strategies
 - Problem → (Cause) → Solution
 - Comparative advantage (every points compare advantages of two opposing ideas)
- Monroe's motivated sequence: Attention → Need → Satisfaction → Visualization → Action
 - common in commercials

Factors of persuasion

- Credibility
 - competence (mostly intelligence, expertise, knowledge)
 - character (mostly sincerity, trustworthiness)
 - should be seen as a **dynamically changeable attitude** of audience toward the speaker
 - Tips
 - Explain your competence
 - Establish common ground with audience
 - show that you share values, you are part of them
 - Assertive and emotionally expressive delivery (PRACTICE!!!)
- Using evidence
 - Expect skeptical audience, justify & support all your claims, preemptively answer their concerns (**go over p. 357!**)
 - use specific, novel, credible evidence, **tie (back) to your point!!**
- Reasoning
 - drawing conclusions based on evidence
 - take the audience with the hand
 - generalizing from specific instances
 - conclude only what your evidence shows, avoid sweeping generalizations
 - Reasoning from a principle to more specific instances
 - support both general principle as well as minor premise (sugar is unhealthy & soft drinks contain sugar => drinking soft drinks is unhealthy)
 - Causal reasoning (looking for the relationship between causes and effects)
 - avoid false cause (temporal precedence does not mean causal effect) and assuming a single cause for an effect.
 - Analogical reasoning (if 2 cases are sufficiently similar, features of one may apply to the other)
 - typical about policies, similar has been implemented elsewhere, does it apply to us? **Good example, p. 367**
 - **Watch out for Fallacies!!**
 - divert attention (nonrelevant claims, stats,..., Red herring)
 - Don't attack the person but the issue
 - Popular doesn't always mean good/correct/desirable

- Is a set of steps inevitable once the 1st is taken? (counter: Where (and HOW) do we draw the line?)
- Appealing to emotions
 - be passionate (word-choice & delivery), use vivid examples (Nathan)
 - sincerity and conviction
 - be ethical and avoid emotional appeals in questions of fact