

**Persuasive speech-** A speech that tries to convince someone to think, believe, or act the way the speaker wants them to is a persuasive speech. A **persuasive speech** is one that:

- Establishes a fact
- Changes a belief
- Moves an audience to act on a policy.

**Types of Persuasion-** Persuasive speeches deal with three types of questions that can be answered in more than one way.

- A **question of fact** concerns statements that can be seen as either true or false. You offer proof to support a statement of fact, but the audience determines whether you have convincingly proved the statement of fact is true.
- A **question of belief** focuses on what is right or wrong, good or bad, best or worst, moral or immoral. While you cannot prove that a belief is true or false, you can supply convincing information to justify a belief.
- A **question of policy** focuses on a particular action. You try to convince the audience to act on some policy or to agree that some policy should be changed.

**A good persuasive topic is one that :**

1. you feel strongly about
2. other people may have different views on.

### USING PERSUASIVE TECHNIQUES

- **Applying Logical Reasoning** means building an argument that is based on reasons supported by evidence.

*To find reasons to support your thesis, you can use three sources*

- \* *yourself*
- \* *other people*
- \* *reference materials*

A **reason** is a statement that explains or justifies your point. It answers the question “Why?”

**Testimonials** are statements attesting to the worth of someone or something

**Evidence** is material that establishes the soundness of each reason.

#### *How to Evaluate Reasons*

1. Is each reason relevant to your point? Does it answer the question “why” concerning your point?
2. Each reason should be separate from your other reasons (distinct).
3. Does each reason provide **strong** support for your point?
4. Will the audience consider the reason important?
5. Do you have the right amount of reasons?...too few and the audience may feel you have not answered the question “why?”. Too many and they may be overwhelmed and lose the thread of your argument.

A **fact** is an item of information or a statement that can be verified, or checked, by testing, by observing, or by consulting reference materials.

An **expert opinion** is a statement of belief about a subject by a knowledgeable person recognized as an authority on that subject. Such statements cannot be proved, because they express value judgments. Expert opinion is not always perceived by an audience to be as strong as factual evidence.

#### *How to Evaluate Evidence*

1. Is the evidence relevant to the reason it supports?
2. Is the evidence verifiable and reliable?
3. Is there enough evidence?

- **Developing Emotional Appeals-**An emotional appeal is a statement that arouses strong feelings—pleasure or anger, joy or sadness, pride or shame—in an audience. You can develop emotional appeals for any persuasive speech in three ways:

- 1 **Citing Specifics.** When you cite specifics, you mention or refer to details or examples that clearly illustrate a point you want to make. By citing specifics, you may remove any uncertainty your audience may have about your meaning.
- 2 **Using Vivid Language.** When you use descriptive language effectively, you enable your listeners to picture situations that you are referring to.

- 3 Including Personal References. When you refer to the audience directly or when you relate the topic you are discussing to the audience's direct experiences, you make your listeners feel that they have a personal stake in the topic and you increase their interest.
- **Establishing Your Credibility – Credibility** is the quality of being believable. A credible person is trustworthy, someone you see as competent, sincere, and dynamic
    - 1 Competence is the state of being well qualified. It comes from knowledge and preparation. To establish your competence, you have to *know* your topic thoroughly and *show* that you are knowledgeable.
    - 2 Sincerity is the quality of being genuine. It is primarily conveyed by your tone of voice, and it usually can't be faked. To establish your sincerity, you have to genuinely care about both your topic and your audience.
    - 3 Dynamism is the quality of being energetic and enthusiastic. It is expressed by your tone of voice as well as by your nonverbal behavior—your appearance, eye contact, facial expressions, gestures, and posture. Enthusiasm is contagious. The more dynamic you are, the more receptive to your ideas your audience is likely to be.
  - **Meeting Ethical Standards-** Ethical standards are society's guidelines for right, just, and moral behavior. Violating ethical standards can destroy a speaker's credibility. It is unethical for speakers
    - To lie or deceive
    - To distort
    - To engage in name-calling
    - To attack a person or an idea without giving evidence
    - To deny the opposition the right to reply

Your goal is to persuade the people in your audience, not to manipulate them. Persuasion uses logical reasoning and emotional appeals to convince your listeners to agree with you of their own free will. You want them to adopt your view point or to take specific action, but you are not coercing, or forcing, them to do so. By contrast, **manipulation** is the shrewd or devious management of facts for your own purpose. It is based on the unethical distortion of information: withholding key information, presenting half-truths, purposely misrepresenting ideas and details.

If you try to manipulate your audience or follow any other unethical practices, you will probably fail to achieve your goal. Once your listeners discover that you have deceived them, you lose your credibility and become totally ineffective.

**Adapting Your Persuasive Speech to Your Audience** With the persuasive speech more than with any other, adapting your speech so that it both reaches and moves your audience is crucial to your success. While individual members of an audience may have different attitudes about a topic there are four main types of audiences.

- Favorable audience—is one in which the majority of listeners agree, from slightly to completely, with your thesis. Listeners with this type of favorable attitude need to have their existing feelings strengthened to such a degree that they will act on their feelings.
- Neutral audience—is one in which the majority of the listeners have not reached a decision about your thesis. Neutral audiences will generally give all sides an equal hearing. They need information to persuade them to take a stand.
- An apathetic audience – is one in which a majority of the listeners have no interest in your thesis. These listeners need to be shown how your thesis affects them personally.
- A hostile audience—is one in which the majority of the listeners oppose your thesis. These listeners need to be shown that they are being fair in listening to you, that what you have to say matters to them, and that you are worth listening to. A good approach may be to compliment your listeners on their fairness for listening to you and acknowledge the validity of their point of view.

**ORGANIZING YOUR SPEECH**—Persuasive speeches are organized according to two approaches: deductive and inductive.

**Using a Deductive Approach**—In a deductive approach, you begin with your thesis and then present reasons to support it. When you organize your material deductively, you try to move your audience from the general to the specific. Three types of deductive approaches are

- The statement – of – reasons method
- The problem—solution method
- The comparative advantage method

**Statement – of – Reasons Method.** The statement – of – reasons method is the classic deductive approach in which the thesis is stated directly and followed by supporting reasons. This method works well with a favorable audience, since your listeners are not likely to be turned off by a direct approach.

**Problem – Solution Method**—With the problem-solution method, you first present a problem and then offer at least one possible solution for that problem. You continue with this pattern for each problem you have identified. This method works well with both favorable and neutral audiences. It can also succeed with apathetic audiences if you personalize both the problem and the solution convincingly.

**Comparative Advantage Method**—The comparative advantage method presents each reason as a benefit to the audience. Sometimes the advantage of each reason is stated directly, using words like *more* or *better*; other times it is simply implied, or suggested. This method works well with neutral audiences. By directly presenting the benefits, you might sway a neutral audience to adopt your viewpoint.

**Using an Inductive Approach**—In an inductive approach, you begin with your reasons and lead up to your thesis. When you organize your speech inductively, you try to move your audience from the specific to the general. The inductive approach is the opposite of the deductive approach. Three types of inductive approaches are:

- The criteria-satisfaction method
- The negative method
- The Monroe motivated sequence

**Criteria-Satisfaction Method.** The criteria-satisfaction method has the purpose of getting the audience to agree to the soundness of certain criteria, or standards. Then you show how your proposal satisfies those criteria. This method is especially useful with hostile audience members who need to be shown that what you have to say matters to them and that you are worth listening to.

**Negative Method.** With the negative method, you show that no option other than the one you propose is acceptable. This method can work well with a hostile audience if you give your listeners enough solid evidence to convince them to agree with every one of your reasons.

**Monroe Motivated Sequence.** The Monroe motivated sequence, is based on the premise that in order to convince an audience to act, a speaker must

1. draw *attention* to the problem
2. show a *need* for some action
3. outline a plan that will *satisfy* that need
4. help the audience *visualize* the benefits of that plan of action
5. suggest a specific *action* that puts the plan into practice

## Packet # 8

### Questions over Persuasive Speeches

1. One kind of persuasive speech establishes a fact. What do the two other kinds of persuasive speeches do?
2. One way of appealing to emotions is to use specific words and details. What are two other ways of appealing to emotions?
3. To give your speech effectively, you must establish credibility. What are the three elements of speaker credibility?
4. What is the difference between persuading and manipulating an audience?
5. When you use deductive organization, you state your thesis first and then give your reasons. What are three types of deductive organization?
6. When you use inductive organization, you state your reasons first and lead up to your thesis statement. What are three types of inductive organization?