

Creating the Persuasive Speech

Chapter 14

Persuasion

- **is the communication process of changing a listener's beliefs or moving a listener to action.**
- **You receive a large number of messages through the media, conversation, and every day speeches.**
- **You may be trying to influence someone else, or someone else may be trying to influence you.**

The Ethics Issue

- **a persuasive speaker is often faced with decisions that have to do with questions of right and wrong. These are known as moral or ethical decisions.**

Ethical Persuaders

- **Ethical persuaders, do not ignore one side of an issue. Instead they consider both sides, acknowledge what might be important points on the opposing side, and then try to convince the listeners of why their position is stronger.**

Unethical Persuaders

- **In order to build a strong case, unethical persuaders ignore or avoid information that does not support their point of view. They do not conduct research that will help them see the whole picture.**

Impact Issue

- **Persuasive speeches are intended to have a specific impact or major effect.**
- **Example:**
 - **Presidential addresses**

Selecting a Persuasive Topic

- **Find one that is personally important to you and about which there is a disagreement.**
- **If the topic is not controversial, there is little need for a persuasive message.**

(I have provided list of persuasive topics on my webpage)

Adapting to the Audience

- **Your goal is to persuade someone to accept or consider your point of view.**
- **How do you convince your audience to do that?**
- **The more you know about your listeners, the easier it is to find the right messages.**
- **To become a competent persuader, you must analyze your listeners and identify their needs.**

Listener's Needs

- **Persuaders try to learn about their audiences so that they can appeal to needs the listeners find important.**
- **This helps the speaker plan audience goals.**
- **All human beings have similar needs.**

Maslow's Pyramid of Needs

- **Physical**
 - this includes basic things such as food, clothing, and housing.
 - People need to satisfy these basic physical needs before they can worry about anything else.

Maslow's Pyramid of Needs

- **Safety**
 - this includes security and a belief that one's family and friends will be safe from physical harm.
 - People need to feel safe and able to protect themselves and those they love.

Maslow's Pyramid of Needs

- **Belonging**
 - this includes the human needs for affection and a feeling of belonging.
 - Most people value having friends or being part of a group.

Maslow's Pyramid of Needs

- **Self-Esteem**
 - refers to the desire to feel good about yourself.
 - These needs are met by feeling worthwhile or feeling satisfied with your accomplishments.

Maslow's Pyramid of Needs

- **Self-Actualization**
 - the need to be creative and true to yourself is a self-actualization or self-fulfillment need.
 - A self-actualization need is the need to be the best person you can be.

Making Yourself Believable

- **The best persuaders are people who know a great deal about their subject and appear to care about it.**
- **You can become believable by demonstrating your knowledge of the topic, connection to the topic, and interest in the topic.**

Knowledge of the Topic

- **You can become an expert on a topic through firsthand experience or through study.**
- **Connection to the Topic (credibility)**
 - **Tell listeners why you are able to speak on a certain topic.**

Interest in the Topic

- **Persuasive speakers appear believable if they are excited or enthusiastic about their topic.**
- **Your enthusiastic delivery will convince your listeners that your ideas are important.**

Reasoning

- **To make a strong argument, you will need to use evidence to support your ideas.**
- **Types of Reasoning**
 - Inductive
 - Deductive
 - Cause-Effect

Inductive Reasoning

- involves using specific pieces of information to reach a general conclusion. When reasoning through induction, you need to ask the following questions:
 - 1) Are there enough examples?
 - 2) Are the examples typical?
 - 3) Are there important exceptions or special cases?

Deductive Reasoning

- involves using a general idea to reach conclusions about specific instances. When reasoning through deduction, ask yourself:
 - 1) Is the general statement true?
 - 2) Is the specific example true?
 - 3) Does the specific example apply to the general statement?

Cause-Effect Reasoning

- suggests that one event produces a second event. When reasoning from cause to effect, you need to ask the following questions:
 - 1) Is the cause connected to the effect?
 - 2) Is the cause capable of producing the effect by itself?
 - 3) Could some other cause produce the same effect?

Faulty Reasoning

- **incorrect or false reasoning.**
 - **Emotional appeal**
 - **Glittering generalities**
 - **Card stacking**
 - **Bandwagon appeal**
 - **Unrelated testimonials**
 - **Name calling**

Emotional Appeal

- **arouses the feelings of audience members.**
- **The speaker bases his or her argument on emotions, not reasoning.**

Glittering Generalities

- **are vague general statements.**
- **They are not supported with specific information and are not linked to the main point.**
- **The goal of this is to get listeners to accept an idea without supporting material.**

Card Stacking

- **refers to piling up information in favor of an idea with very little backing.**
- **The speaker gives examples or reasons for one side of the issue without explaining them carefully.**

Bandwagon Appeal

- **suggests that you should jump on the bandwagon or do something because everyone else is doing it.**

Unrelated Testimonies

- **try to link things that are not related.**
- **Name Calling**
 - **attacks a person rather than the person ideas by using unpopular names or labels.**