Speaking to Persuade
- [YouTube](http://www.youtube.com/watch?v=uXsXa8B-Oc&feature=related) (Great Debaters—10min.)

- [YouTube](http://www.youtube.com/watch?v=PzC4fFC_gqI&feature=PlayList&p=07D413C397EA0D9C&index=6) (Great Debaters—1min.)
Psychology of Persuasion

- Persuasion is most complex and challenging kind of public speaking
- Speaker serves as an advocate for a position
Myth of Objectivity

- Is it possible to be truly objective on an issue?

- What factors would cause someone to consider themselves neutral?
Balance & fairness are realistic goals.

- First **identify** YOUR viewpoint.

- **Acknowledge** other significant/different viewpoints

- **Present** complete and honest picture of topic to audience.

- **Emphasize** merit of YOUR viewpoint.
Challenge of Persuasion

- Touching basic attitudes, values & beliefs can produce listener resistance.

- Speaker contends with listener knowledge & attitudes on different levels.

- You cannot expect everyone to agree with you.
Success depends on how you tailor your message.

Predict audience questions & answer them.

Just because you feel strongly about something does not mean others will buy into your passion.
Listener Process

- Persuasion is something speakers do “WITH” an audience NOT “TO” them.

- Listeners engage in a mental give-and-take dialog.
  - Anticipate the listener’s questions & objections.
  - Anticipate the holes in your argument and fill them.
PERSUASION CONTINUUM

--Understanding your audience--

**PRO**----------------**Neutral**----------------**CON**

- Recognize range of views on topic.
- Determine your position.
- Select Target Audience.
- Move Audience closer to your position.
Forming your argument:

- Determine your position & what you want to persuade the audience to know/do/believe.

- Your goal to take a position and attempt to move audience to a more supportive position.
  - Your argument will vary depending on to whom you are speaking...
    - PRO position: Reaffirm convictions and support
    - Neutral position: Influence to take a stand in support
    - CON position: Challenge position and persuade to re-evaluate
Target Audience

- Recognize you will not be able to influence everyone.

- Consider *which part* of the audience you want to focus on.
  - Recognize spectrum of viewpoints
  - Focus on target audience.
Experience is strongest convincer---personal or illustrated.

If you can persuade a listener to action you have gained commitment.
Using the Persuasion Continuum

PRO-----------------Neutral------------------CON

1. *Know what you hope to accomplish.*

2. **Determine your target audience.**

3. **Structure your argument so you can move target audience closer to your point of view.**
Remember...

- Rarely will you move someone from a PRO to CON position (or vice versa) with one speech.

- You cannot address every opinion in a single speech.
Types of Persuasive Argument Presentation
Question of FACT???

- Whether something is true or false
  - May involve predicting what will happen in the future
  - Covering questions dealing with unresolved issues

**EXAMPLES:**
- Why exercise is important.
- Impact of reading to children.
Question of VALUE???

- Focus on worth, morality or value of an idea or action
  - Deals with making value judgments
  - Not just a matter of personal opinion—must be substantiated.

**EXAMPLES:**

*Video games encourage violence.*
*Condoms should be passed out at schools.*
Question of POLICY???

- States a specific course of action should/not be taken
  - Challenges not just idea but the results (action)
  - Must Address: Need, plan for solving & practicality (how it will work).
  - Listeners want to know if your plan will provide a solution.

EXAMPLES:

The US should go to war...
Marijuana should be legalized.
Presenting Arguments

- Statement of Facts
- Problem-Cause-Solution or Problem-Solution
- Comparative Advantages
  - list advantages & disadvantages
  - *Highlight one-side*
Monroe’s Motivated Sequence

- Attention to situation
- Need
- Provide Solution
- Show how it works
- Call for Action
Supporting Ideas

*Do you have a telos (purpose) sufficient to orient your praxis (actions) over the course of a lifetime.*

**You need strong supporting materials to back-up your point of view in order to be convincing.**
Examples:

information used to illustrate/represent a group, idea or experience
- BRIEF EXAMPLE
- EXTENDED
- HYPOTHETICAL

Use examples that clarify, reinforce, personalized
Make them vivid & rich
Statistics: numerical data

- helps in showing depth or seriousness of an issue
  (ex: # of smoking deaths annually)

- **CONSIDER:**
  - Are the statistics representative? (not too narrow or broad)
  - Are the measures used correctly? (mean=average; median=middle, mode=most frequent)
    - Example: 10,10,12,13,15
  - Are they from a RELIABLE source?
TIPS for supporting ideas

- Use to quantify your ideas.
- Use strategically. (too much can overwhelm)
- Identify your sources. (gives authenticity/credibility)
- Explain your statistics. (interpret)
- Round off complicated stats. (give approximates)
- Use visual aids to clarify.
Building Credibility

*Credibility is an attitude that exists in the mind of the audience.*

- **Competence** – how audience regards a speaker’s intelligence, expertise & subject knowledge
- **Character** – how a speaker’s trustworthiness, sincerity & concern for others is regarded
Establishing Credibility

- Explain your competence
- Establish common ground with your audience
- Be aware of delivery style & speak fluently.
- Be organized.
- Speak expressively and with conviction
Tips for GIVING PERSUASIVE SPEECHES

- Need to think of the arguments surrounding your topic & the unanswered questions

- Don’t make sweeping statements or assertions.
  - Can you support what you are saying?
  - Do you have information to back up ideas?

- Think through the logic presentation.
  - Does it flow?
  - Does it make sense?
- Focus on target audience.
- Establish credibility
- Know what you want audience to be persuaded to believe and do.