

# Persuasive Speaking

14



AP Images / Tiffany Michalka

- ▶ **Attitude** - “[A] general or enduring positive or negative feeling about some person, object, or issue.” <sup>(1)</sup>
  - Audience attitudes can range from highly favorable to strongly opposed
  - The point at which opinion in your audience tends to cluster represents your **target audience**, the group of people you most want to persuade

# Audience Attitude (con't)

▶ **Opposed**

- If audience is opposed - seek on **incremental change**

▶ **No opinion**

- If **uninformed** - provide the basic arguments and information
- If **neutral** - present evidence as to why your position is superior to others
- If **apathetic** - provide strong listener relevance links

▶ **In favor** - reinforce and strengthen their beliefs

- ▶ **Proposition** – a declarative sentence that clearly indicates the position you advocate
- **There are three types of propositions**

# Identifying Your Proposition (con't)

- **Proposition of fact**
- **Proposition of value**
- **Proposition of policy**

- ▶ **Proposition of fact** - a statement designed to convince your audience that something:
  - Did, probably did, probably did not, or did not exist or occur
  - Is, probably is, probably is not, or is not true
  - Will, probably will, probably will not, or will not occur

# Identifying Your Proposition (con't)

- ▶ **Proposition of value** – a statement designed to convince your audience that something is good, bad, desirable, undesirable, fair, unfair, moral, immoral, sound, unsound, beneficial, harmful, important, or unimportant

- ▶ **Proposition of Policy** – a statement designed to convince your audience that a particular rule, plan, or course of action should be taken
- Propositions of policy will implore listeners using words such as “should/shouldn’t,” or “must/must not.”

## ▶ **Speeches to Convince**

- **Statement of reasons** – confirms propositions of fact by presenting the best-supported reasons in a meaningful order
- **Comparative advantages** – attempts to convince others that something has more value or is better than any of the alternatives

## ▶ **Speeches to Convince (con't)**

- **Criteria satisfaction** - seeks agreement on criteria that should be considered when evaluating a particular proposition and then shows how the proposition satisfies the criteria
- **Refutative** - arranges main points according to opposing arguments and then challenges them both and bolsters your own

## ▶ **Speeches to Actuate**

- **Problem-solution** – explains the nature of a problem and proposes a solution
- **Problem-cause-solution** – reveals the causes of the problem and then proposes a solution designed to alleviate those causes
- **Motivated sequence** – combines problem-solution with explicit appeals designed to motivate the audience to act

# Persuasive Speech Patterns (con't)

- ▶ **Motivated Sequence (con't)**
  - **The attention step**
  - **The need step**
  - **The satisfaction step**
  - **The visualization step**
  - **The action appeal step**

# Ethical Guidelines for Persuasive Speeches

- ▶ Ethical persuasive speeches:
  - Advocate the genuine beliefs of the speaker
  - Provide choice
  - Use representative supporting information
  - Use emotional appeals conscientiously
  - Honestly present the speaker's credibility

# Persuasive Speeches Chapter 14



Right-click on the boxes to view the videos

- ▶ Motivated Sequence

[http://community.weber.edu/  
WeberReads/monroesmotivated.htm](http://community.weber.edu/WeberReads/monroesmotivated.htm)

- ▶ Persuasive map

[http://faculty.washington.edu/ezent/  
impo.htm](http://faculty.washington.edu/ezent/impo.htm)