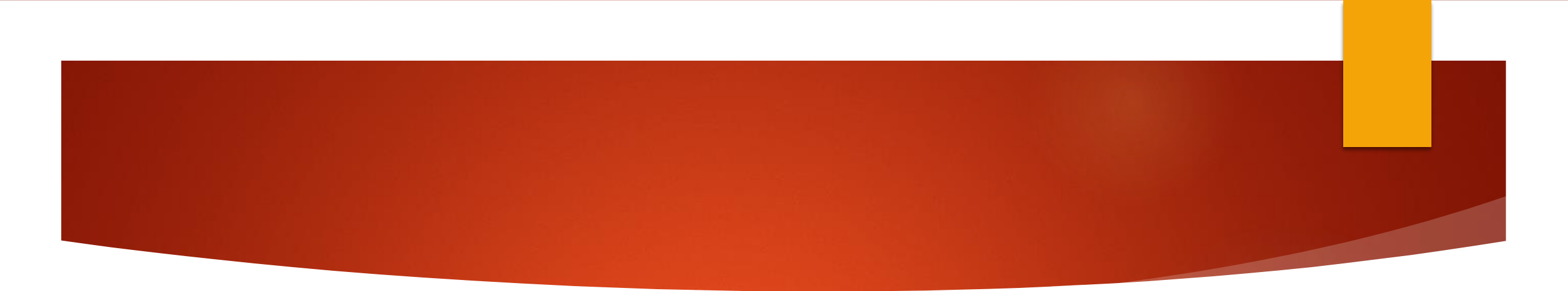


# PUBLIC SPEAKING

## Lecture's Notes 11: Persuasive Speaking

LECTURE'S NOTES

LERISSA DANIELA, S.S., M.Pd.

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- ▶ Hello ladies and gentlemen, welcome to the Public Speaking course with me Lerissa Daniela. I am a lecturer of the English Literature Department at Jakarta International University in Indonesia.
  - ▶ Today, in this lecture eleven, I am going to continue with the topic entitled Persuasive Speaking. Let's get started.

# Topics

This session will discuss several things:

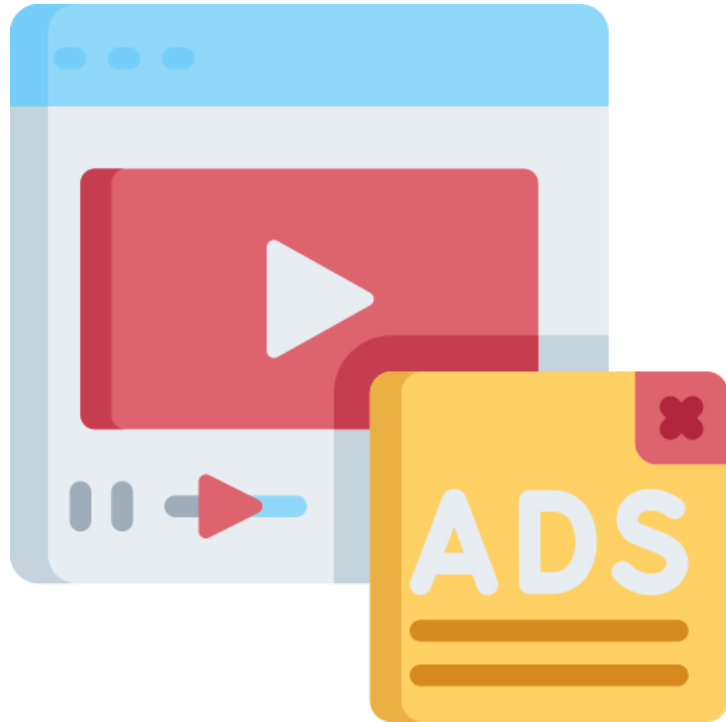
The goals of persuasive messages

How persuasion occurs

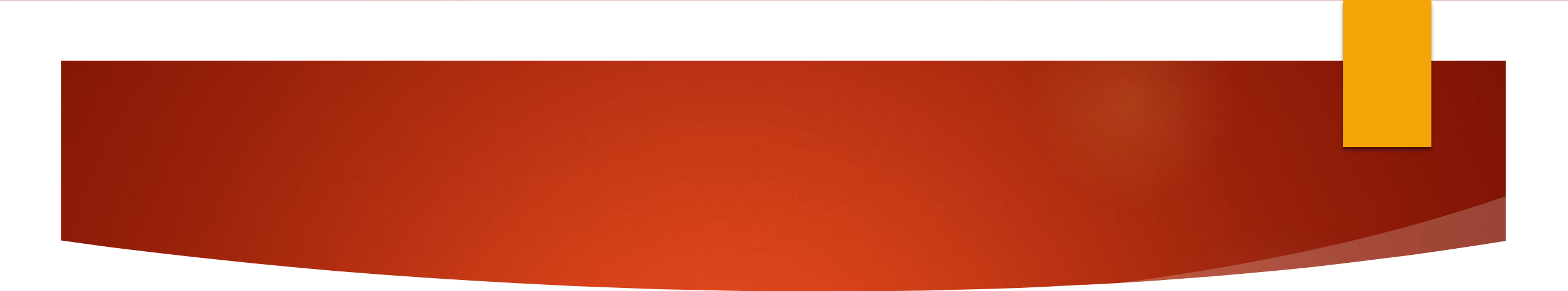
Ways to motivate listeners to respond to a persuasive message

Prepare and present an audience-centered persuasive speech

# Persuasion Occurs Everyday



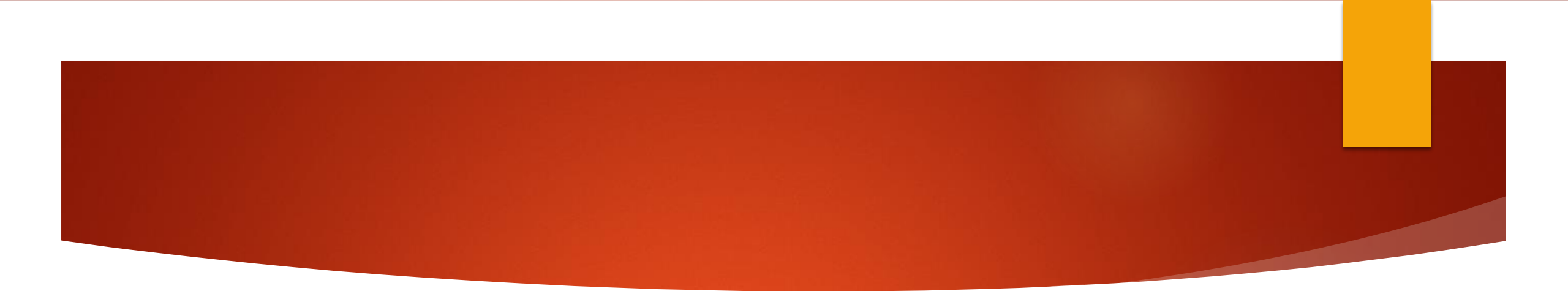
- ▶ Appears as commercials on TV, Internet, and social media
- ▶ Occurs when you are asked to give money to a worthy cause or to donate blood.

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- ▶ It happens to you hundreds of times each day. It appears as commercials on TV, tweets, Internet ads, and Facebook requests from friends; as advertisements in magazines and newspapers and on billboards; and as fund-raising letters from politicians and charities. It also occurs when you are asked to give money to a worthy cause or to donate blood. “It” is persuasion. Because persuasion is such an ever-present part of your life, it is important for you to understand how it works.
  - ▶ In this chapter, we discuss how persuasion works. Such information can sharpen your persuasive skills and can help you to become a more informed receiver of persuasive messages.

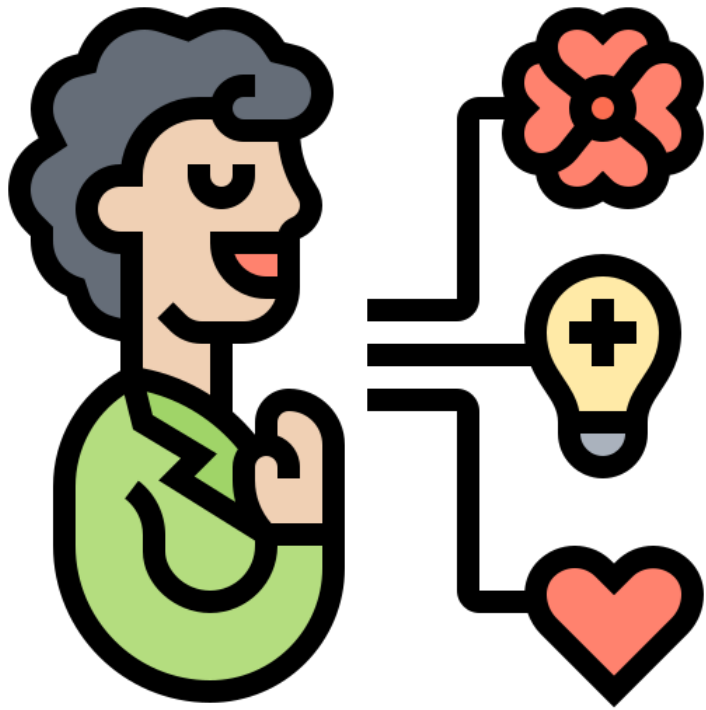
# The Goals of Persuasion

- ▶ Persuasion is the process of changing or reinforcing attitudes, beliefs, values, or behavior.
- ▶ The speaker asks the audience to make a choice.
- ▶ The speaker asks the listeners to respond to the shared information.



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- ▶ Persuasion is the process of changing or reinforcing attitudes, beliefs, values, or behavior. Note that when trying to persuade someone, you might not necessarily try to change someone's point of view or behavior but, instead, aim to reinforce it. Your listeners might already like, believe, or value something or sometimes do what you'd like them to do; you are trying to strengthen their current perspective. Suppose, for example, that your persuasive purpose is to get people to use their recycling trash bins. The audience may already think that recycling is a good thing and may even use their recycling bins at least some of the time. Your speaking goal is to reinforce their behavior so that they use the recycling bins all the time.
  - ▶ In a persuasive speech, the speaker asks the audience to make a choice rather than just informing them of the options. As a persuasive speaker, you will do more than teach; you will ask your listeners to respond to the information you share. If you want your listeners to respond to your persuasive appeal, you will need to think carefully about the way in which you structure your message to achieve your specific purpose. Audience analysis is crucial to achieving your goal. To advocate a particular view or position successfully, you must understand your listeners' attitudes, beliefs, values, and behavior.

# Changing or Reinforcing Audience Attitudes

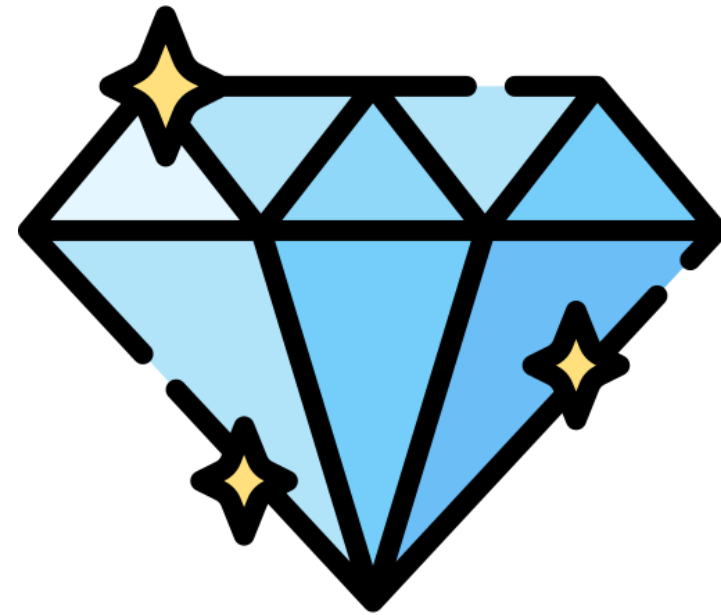


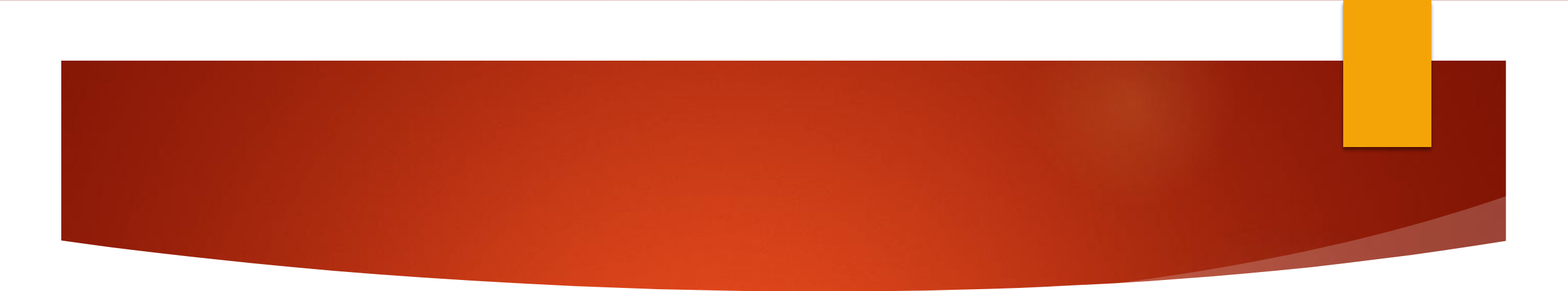
- ▶ Attitudes represent likes and dislikes.
- ▶ An attitude is a learned predisposition to respond favorably or unfavorably toward something.

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- ▶ Our attitudes represent our likes and dislikes. Stated more technically, an attitude is a learned predisposition to respond favorably or unfavorably toward something. In a persuasive speech, you might try to persuade your listeners to favor or oppose a new shopping mall, to like bats because of their ability to eat insects such as mosquitoes, or to dislike an increase in sales tax.

# Change or Reinforce a Value

- ▶ A value is an enduring concept of right or wrong, good or bad.
- ▶ If you value something, you classify it as good or desirable.

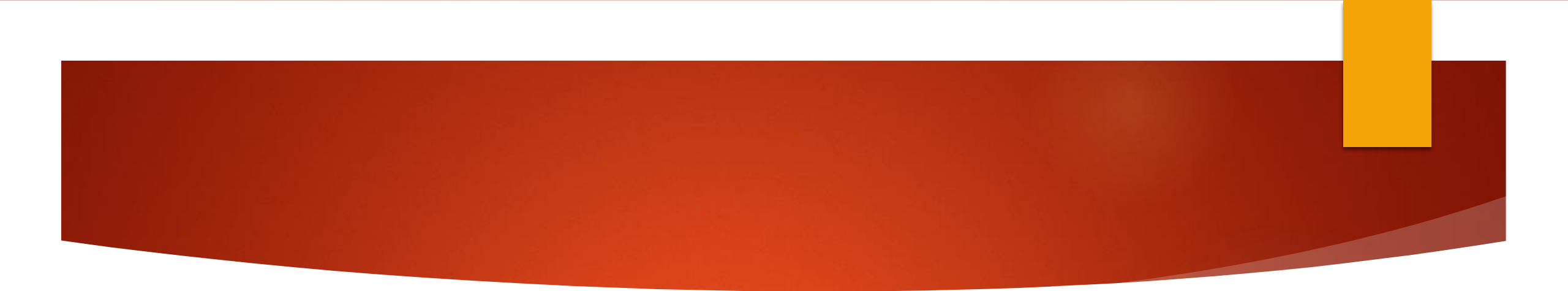


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- ▶ A persuasive speech could also seek to change or reinforce a value. A value is an enduring concept of right or wrong, good or bad. If you value something, you classify it as good or desirable, and you tend to think of its opposite or its absence as bad or wrong. If you do not value something, you are indifferent to it. Values form the basis of your life goals and are the motivating force behind your behavior. Most Americans value honesty, trustworthiness, freedom, loyalty, marriage, family, and money. Understanding what your listeners value can help you refine your analysis of them and adapt the content of your speech to those values.

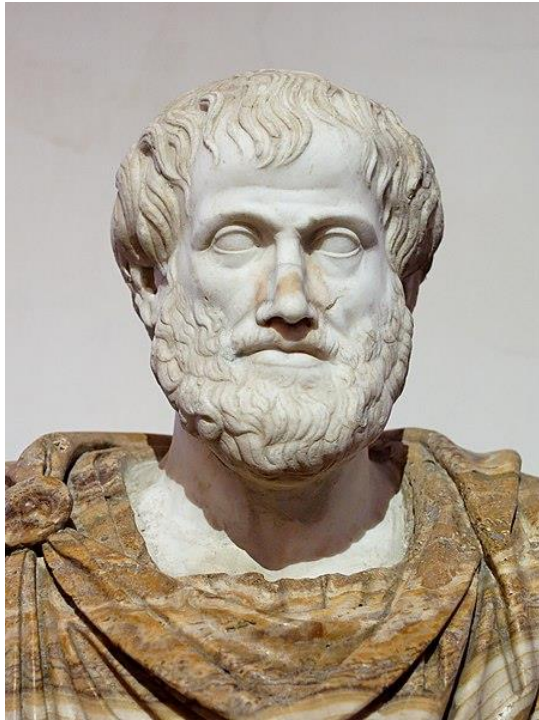
# Change or Strengthen Behaviors



- ▶ Persuasion may attempt to change or strengthen behaviors.
- ▶ Ex: Getting listeners to eat more fruits and vegetables and to exercise more

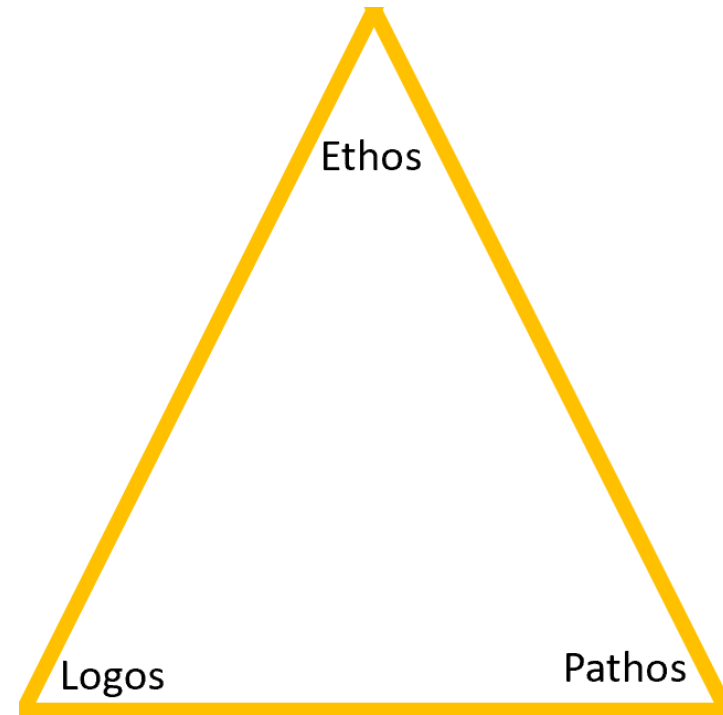
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- ▶ Persuasive messages often attempt to do more than change or reinforce attitudes, beliefs, or values—they may attempt to change or strengthen behaviors. Getting listeners to eat more fruits and vegetables and to exercise more are typical goals of persuasive messages that we hear.

# How Persuasion Works



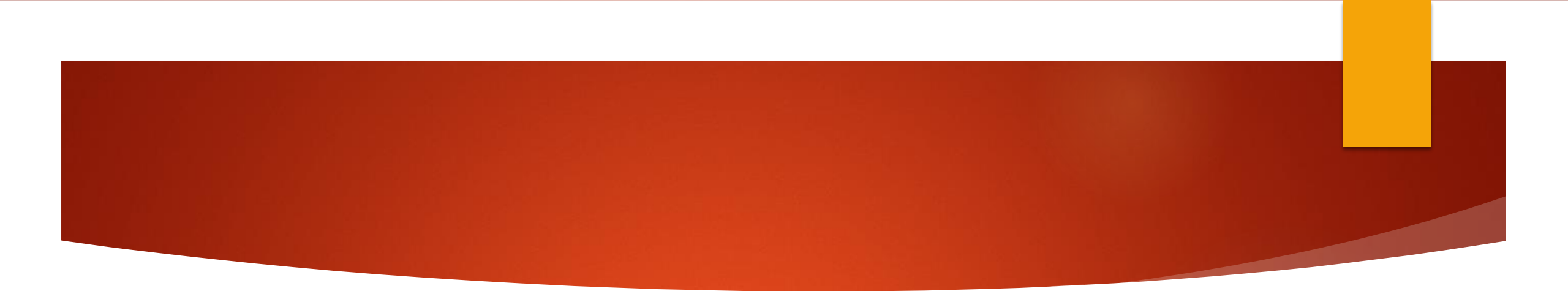
**Aristotle**

(After Lysippos, Public domain, via Wikimedia Commons)



**Rhetorical Triangle**

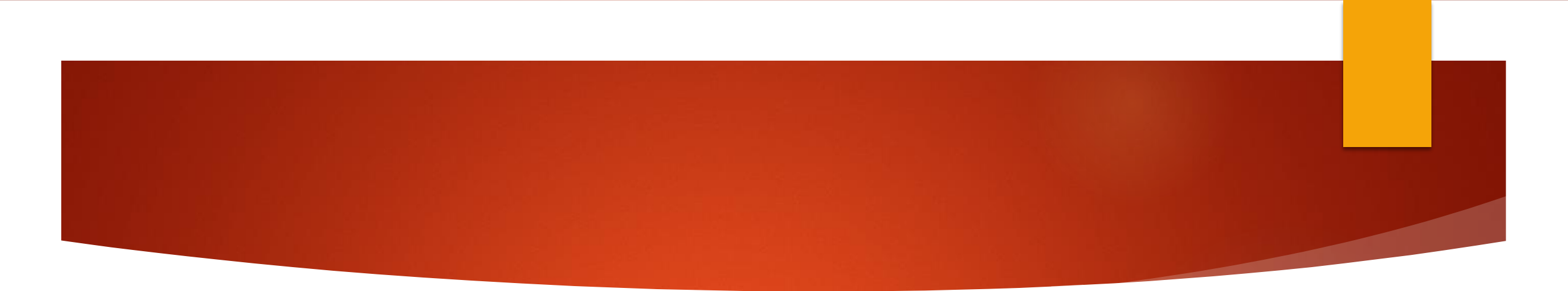
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- ▶ Aristotle, a Greek philosopher and rhetorician who lived and wrote in the fourth century b.c.e., is the source of many ideas about communication in general and persuasion in particular. As we discussed in the first meeting, he defined rhetoric as the process of discovering in any particular case the available means of persuasion. When the goal is to persuade, the communicator selects symbols (like words and nonverbal messages, including images and music) to change attitudes, beliefs, values, or behavior. Aristotle identified three general methods to persuade: ethos, logos, and pathos.

# Ethos

- ▶ To use ethos to persuade, an effective communicator presents information that is credible.
- ▶ To be credible, a public speaker should be ethical, possess good character, have common sense, and be concerned for the well-being of the audience.

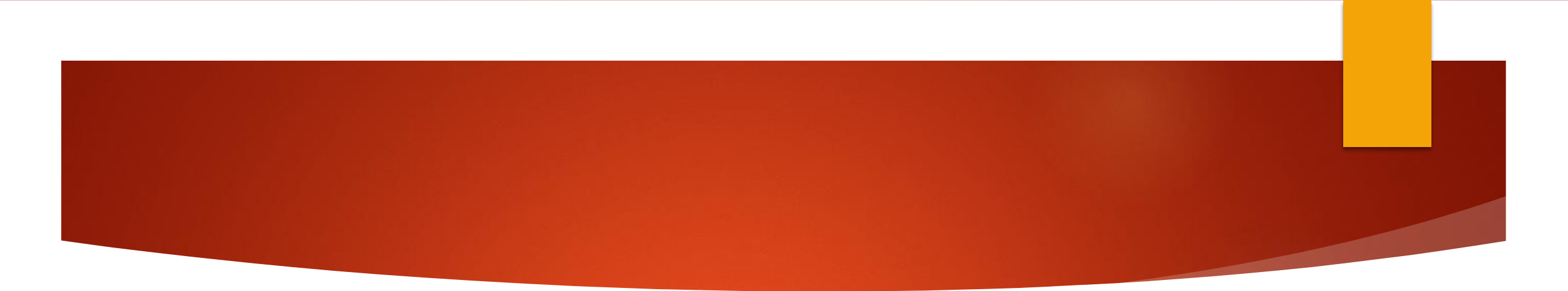


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- ▶ To use ethos to persuade, an effective communicator presents information that is credible. Aristotle believed that to be credible, a public speaker should be ethical, possess good character, have common sense, and be concerned for the well-being of the audience. The more credible and ethical a speaker is perceived to be, the greater the chances are that a listener will believe in, trust, and positively respond to the persuasive message of the speaker. So one of the means or methods of persuasion is for the communicator to present information that can be trusted and to be believable and trustworthy himself or herself. When a friend wants to convince you to let him borrow your car, he might say, “Trust me. I promise not to do anything wacky with your car. I’m a responsible guy.” He’s appealing to his credibility as an ethical, trusted friend.

# Logos



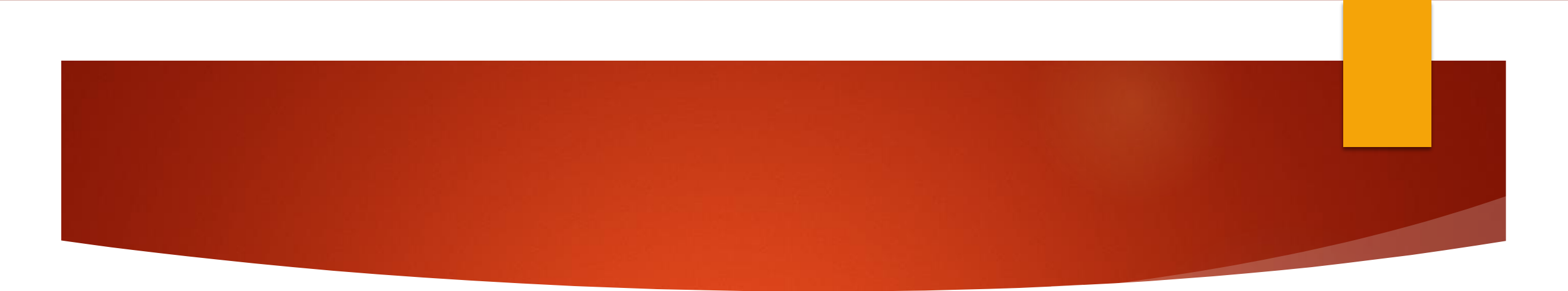
- ▶ Aristotle used this term to refer to the rational, logical arguments that a speaker uses to persuade someone.
- ▶ A skilled persuader supports the message with evidence and reasoning.

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- ▶ Another means of persuading others is to use logos. The word logos literally means “the word.” Aristotle used this term to refer to the rational, logical arguments that a speaker uses to persuade someone. A skilled persuader not only reaches a logical conclusion but also supports the message with evidence and reasoning. The friend who wants to borrow your car might try using a logical, rational argument supported with evidence to get your car keys. He might say, “I borrowed your car last week, and I returned it without a scratch. I also borrowed it the week before that, and there were no problems—and I filled the tank with gas. So if you loan me your car today, I’ll return it just like I did in the past.” Your friend is appealing to your rational side by using evidence to support his conclusion that your car will be returned in good shape.

# Pathos

- ▶ Aristotle used the term pathos to refer to the use of appeals to emotion.
- ▶ We sometimes hold attitudes, beliefs, and values that are not logical but simply make us feel positive.



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- ▶ Aristotle used the term pathos to refer to the use of appeals to emotion. We sometimes hold attitudes, beliefs, and values that are not logical but simply make us feel positive. Likewise, we sometimes do things or buy things to make ourselves feel happy, powerful, or energized. The friend who wants to borrow your wheels might also use pathos—an emotional appeal—to get you to hand over your car. He might say, “Look, without transportation, I can’t get to my doctor’s appointment. I’m feeling sick. I need your help. Friends help friends, and I could use a good friend right now.” Your buddy is tugging on your emotional heartstrings to motivate you to loan him your car. He’s hoping to convince you to behave in a way that makes you feel positive about yourself.
  - ▶ All three traditional means of persuasion—ethos (ethical credibility), logos (logic), and pathos (emotion)—are ways of motivating a listener to think or behave in certain ways. Motivation is the underlying internal force that drives people to achieve their goals. Our motives explain why we do things.<sup>3</sup> Several factors motivate people to respond to persuasive messages: The need to restore balance to their lives to avoid stress, the need to avoid pain, and the desire to increase pleasure have been documented as motives that influence people’s attitudes, beliefs, values, and behavior.

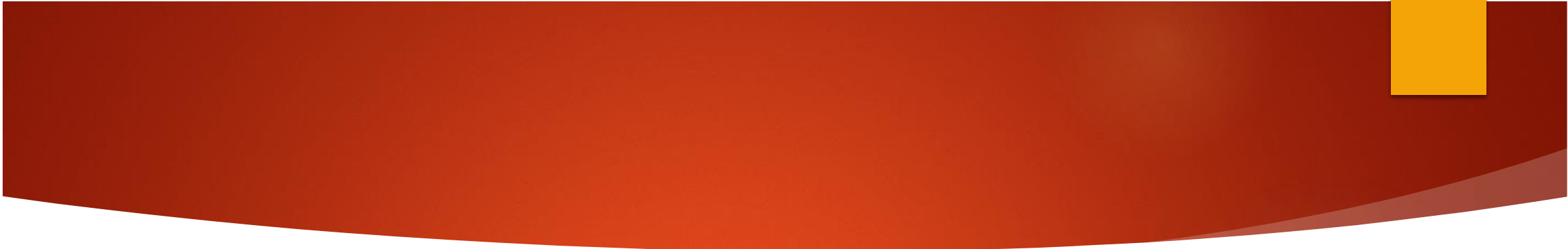
# How to Motivate Listeners

Use cognitive dissonance

Use listeners' needs

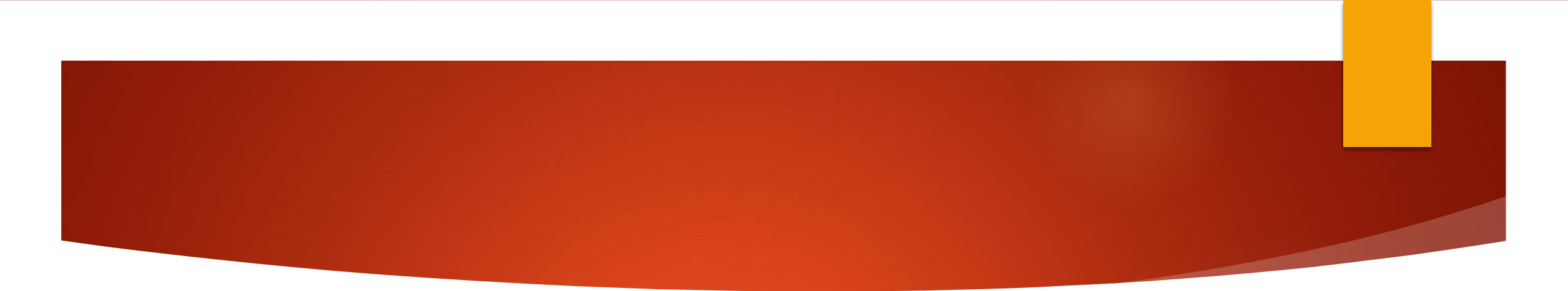
Use positive motivation

Use negative motivation

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- ▶ There are four ways we can do as a public speaker to motivate our listeners:
    - ▶ Use cognitive dissonance
    - ▶ Use listeners' needs
    - ▶ Use positive motivation
    - ▶ Use negative motivation

# Use Cognitive Dissonance

- ▶ Dissonance theory is based on the principle that people strive to solve problems and manage stress in a way that is consistent with their attitudes, beliefs, and values.
- ▶ When you are presented with information inconsistent with your current attitudes, beliefs, values, or behavior, you become aware that you have a problem; you experience a kind of discomfort called cognitive dissonance.

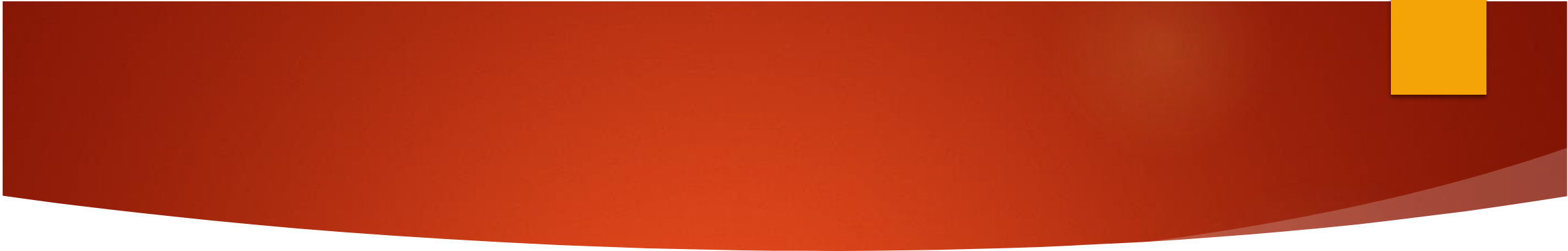
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- ▶ Dissonance theory is based on the principle that people strive to solve problems and manage stress in a way that is consistent with their attitudes, beliefs, and values.<sup>5</sup> According to the theory, when you are presented with information inconsistent with your current attitudes, beliefs, values, or behavior, you become aware that you have a problem; you experience a kind of discomfort called cognitive dissonance. The word cognitive has to do with our thoughts. Dissonance means “lack of harmony or agreement.” When you think of a dissonant chord in music, you probably think of a collection of unpleasant sounds not in tune with the melody or other chords.
  - ▶ Most people seek to avoid feelings of dissonance. Cognitive dissonance, then, means that you are experiencing a way of thinking that is inconsistent and uncomfortable. If, for example, you smoke cigarettes and a speaker reminds you that smoking is unhealthy, this reminder creates dissonance. You can restore balance and solve the problem either by no longer smoking or by rejecting the message that smoking is harmful.

# How to Use Cognitive Dissonance

Identify an existing problem or need.

Create dissonance.

Offer a solution that can restore the audience's sense of balance and comfort.

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- ▶ Here are the things we can do to use the cognitive dissonance:
    - ▶ Identify an existing problem or need.
    - ▶ Create dissonance.
    - ▶ Offer a solution that can restore the audience's sense of balance and comfort.

# How The Listeners Cope with Dissonance

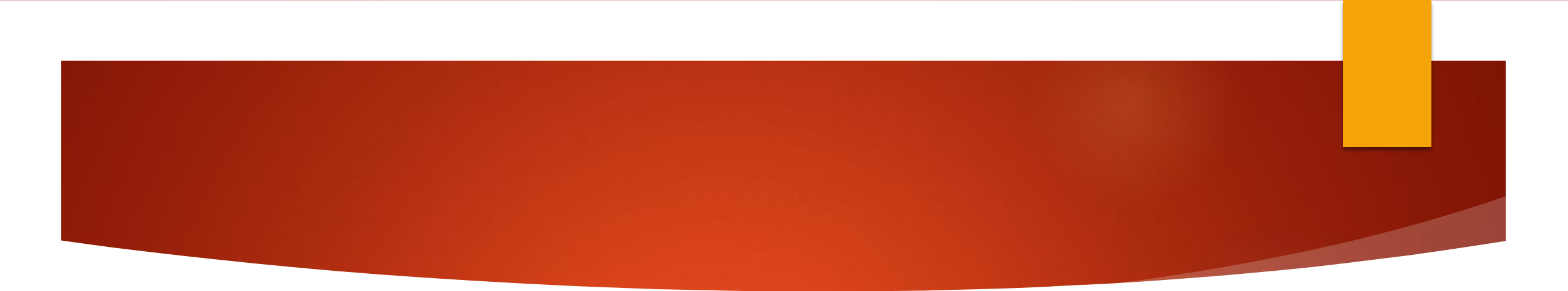
Listeners may discredit the source

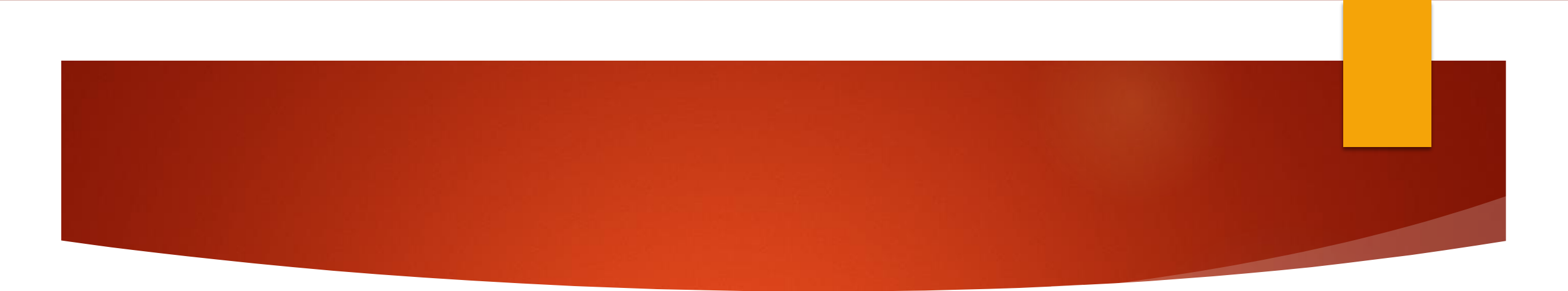
Listeners may reinterpret the message

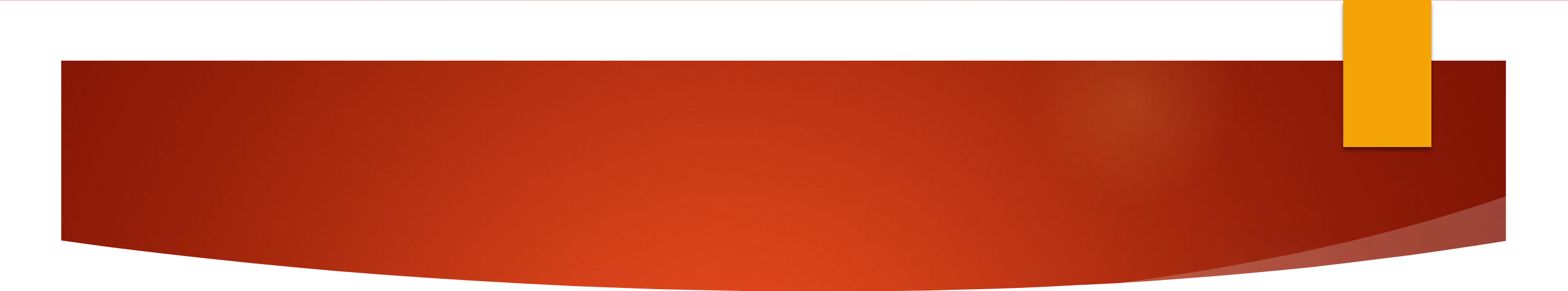
Listeners may seek new information

Listeners may stop listening

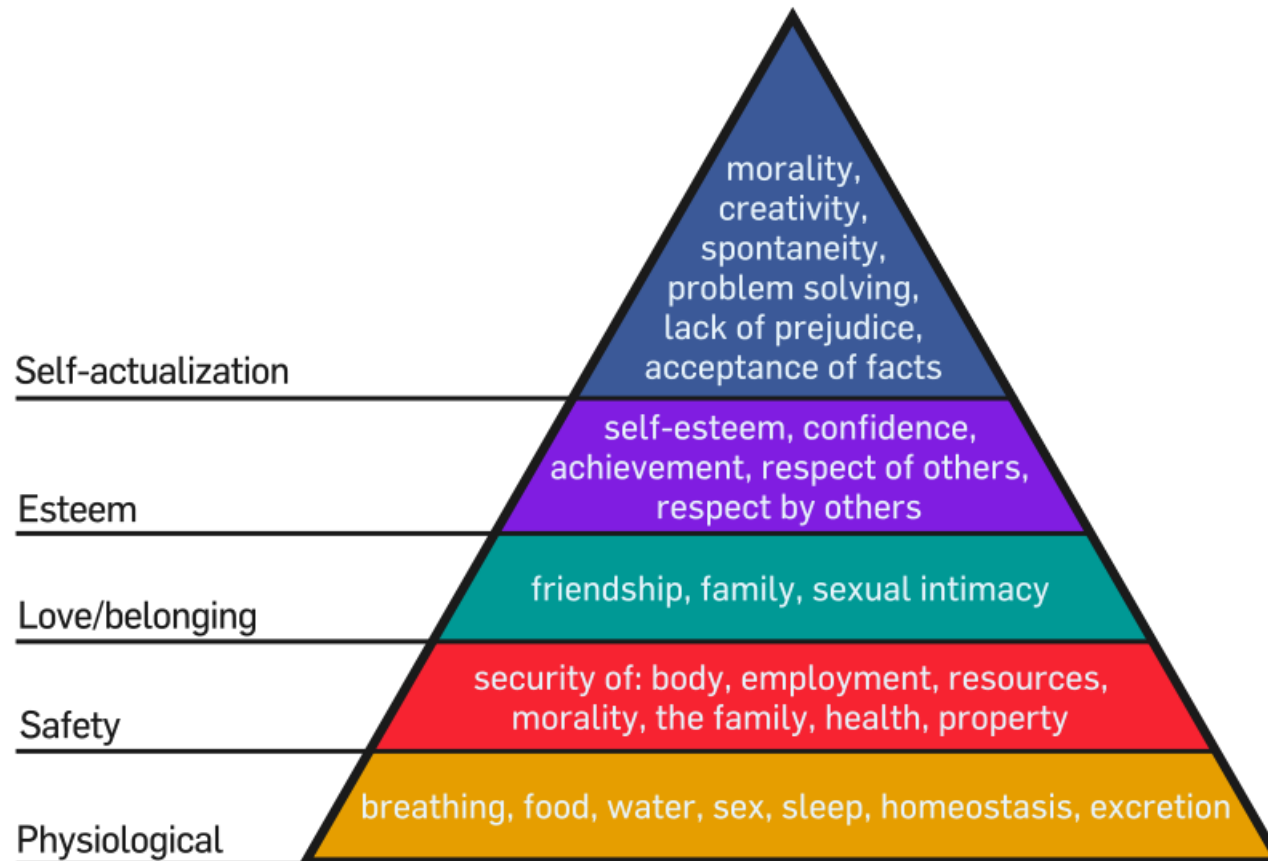
Listeners may change their attitudes, beliefs, values, or behavior

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- ▶ Effective persuasion requires more than simply creating dissonance and then suggesting a solution. When your listeners confront dissonant information, various options are available to them besides following your suggestions. You need to be aware of the various ways in which your audience may react before you can reduce their cognitive dissonance:
  - ▶ Listeners may discredit the source. Instead of believing everything you say, your listeners could choose to discredit you. Suppose you drive a Japanese-made car and you hear a speaker whose father owns a Chevrolet dealership advocate that all Americans should drive cars made in the United States. You could agree with him, or you could decide that the speaker is biased because of his father's occupation and ignore the suggestion to buy American automobiles. As a persuasive speaker, you need to ensure that your audience will perceive you as competent and trustworthy so that they will accept your message.

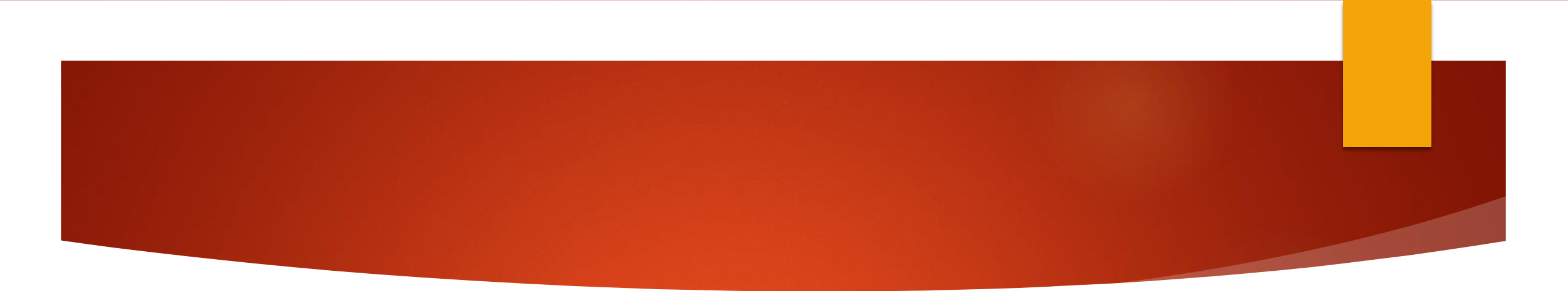
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- ▶ Listeners may reinterpret the message. A second way your listeners might overcome cognitive dissonance and restore balance is to hear what they want to hear. They may choose to focus on the parts of your message that are consistent with what they already believe and ignore the unfamiliar or controversial parts. If you tell a customer looking at a new kind of computer software that it takes ten steps to get into the word-processing program but that the program is easy to use, the customer might focus on those first ten things and decide that the software is too hard to use. Your job as an effective speaker is to make your message as clear as possible so that your audience will not reinterpret it. In this case, your task is to emphasize that the software is easy to use. Choose your words carefully; use simple, vivid examples to keep listeners focused on what's most important.
  - ▶ Listeners may seek new information. Another way that listeners cope with cognitive dissonance is to seek more information on the subject. Your audience members may look for additional information to negate your position and to refute your well-created arguments. For example, as the owner of a minivan, you would experience dissonance if you heard a speaker describe the recent rash of safety problems with minivans. You might turn to a friend and whisper, "Is this true? Are minivans really dangerous? I've always thought they were safe." You would want new information to validate your ownership of a minivan.

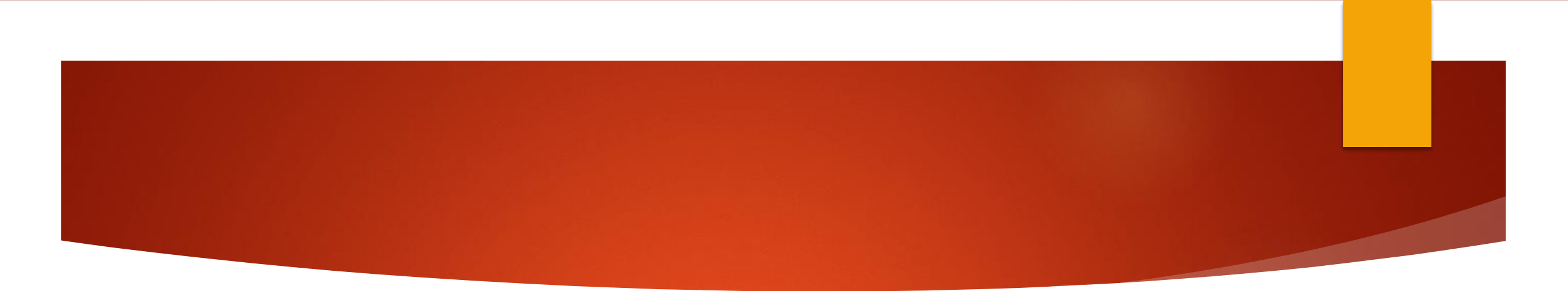
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- ▶ Listeners may stop listening. Some messages are so much at odds with listeners' attitudes, beliefs, and values that an audience may decide to stop listening. Most of us do not seek opportunities to hear or read messages that oppose our opinions. It is unlikely that a staunch Democrat would attend a fund-raiser for the state Republican Party. The principle of selective exposure suggests that we tend to pay attention to messages that are consistent with our points of view and to avoid those that are not. When we do find ourselves trapped in a situation in which we must hear a message that doesn't support our beliefs, we tend to stop listening. Being aware of the existing attitudes, beliefs, and values of your audience can help you to ensure that they won't tune you out
  - ▶ Listeners may change their attitudes, beliefs, values, or behavior. A fifth way a listener may respond to dissonant information is to do as the speaker wants. As we have noted, if listeners change their attitudes, they will reduce the dissonance that they experience. You listen to a life-insurance salesperson tell you that when you die, your family will have no financial support. This creates dissonance; you prefer to think of your family as happy and secure. So you take out a \$250,000 policy to protect your family. This action restores your sense of balance. The salesperson has persuaded you successfully. The goals of advertising copywriters, salespeople, and political candidates are similar. They want you to experience dissonance so that you will change your attitudes, beliefs, values, or behavior.

# Use Listeners' Needs



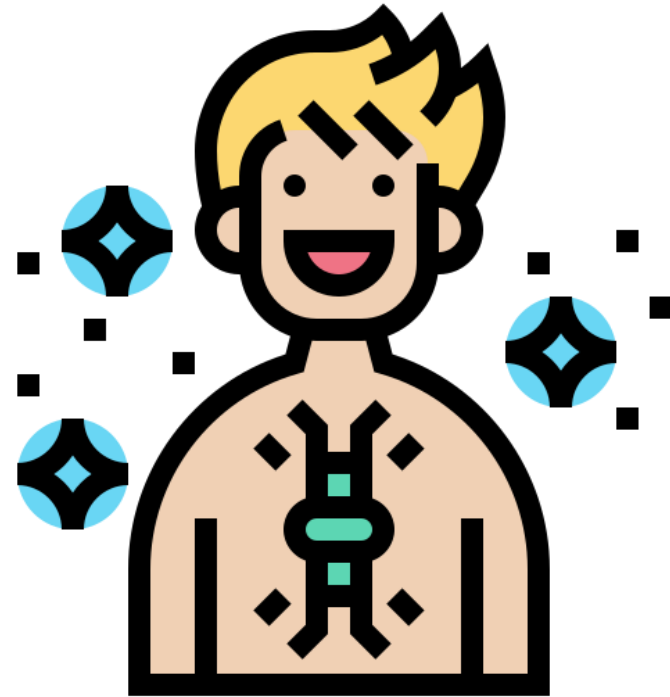
By User:Factoryjoe - Maslow's Hierarchy of Needs.svg, CC BY-SA 3.0, <https://commons.wikimedia.org/w/index.php?curid=7964065>

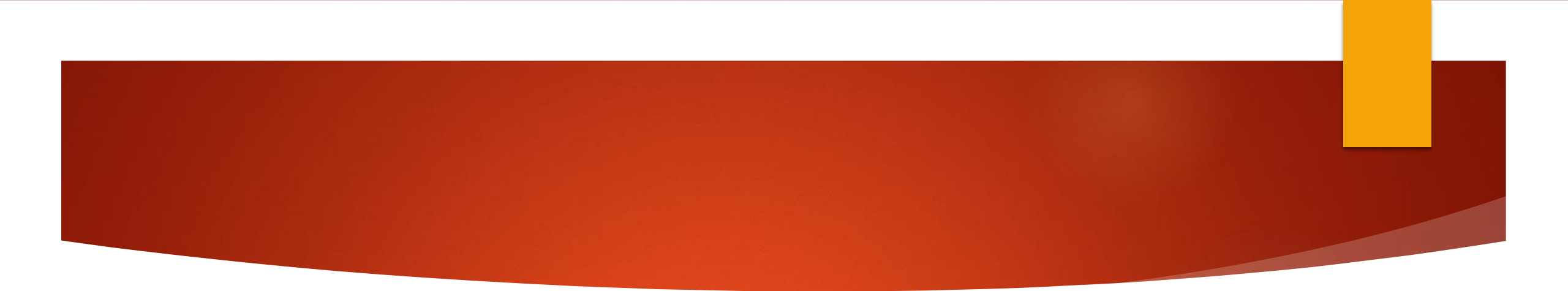
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- ▶ Need is one of the best motivators. The person who is looking at a new car because he or she needs one is more likely to buy than the person who is just thinking about how nice it would be to drive the latest model. The more you understand your listeners' needs, the greater the chances are that you can gain and hold their attention and ultimately get them to do what you want.
  - ▶ According to Maslow, our needs are ordered in a hierarchy, so that we must satisfy the needs at the base of the pyramid before we are motivated to address higher-level needs. For example, if listeners couldn't afford to meet their basic, physiological needs for food, it would be difficult to sell them a life insurance policy to address their safety needs.

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- ▶ The classic theory that outlines basic human needs was developed by Abraham Maslow. Maslow suggested that there is a hierarchy of needs that motivates everyone's behavior. This illustrates Maslow's five levels of needs with the most basic at the bottom. Maslow suggested that we need to meet the basic physiological needs (for food, water, and air) before we can be motivated to respond to higher-level needs. Although the hierarchical nature of Maslow's needs has not been consistently supported by research (for example, we can be motivated by several needs at the same time), Maslow's hierarchy provides a useful checklist of potential listener motivations. When attempting to persuade an audience, a speaker tries to stimulate these needs in order to change or reinforce attitudes, beliefs, values, or behavior. Let's examine each of these needs.

# Physiological Needs

- ▶ We all need air, water, and food.
- ▶ Unless those needs are met, it will be difficult to motivate a listener to satisfy other needs.
- ▶ Be sensitive to the basic physiological needs of your audience so that your appeals to higher-level needs will be heard.

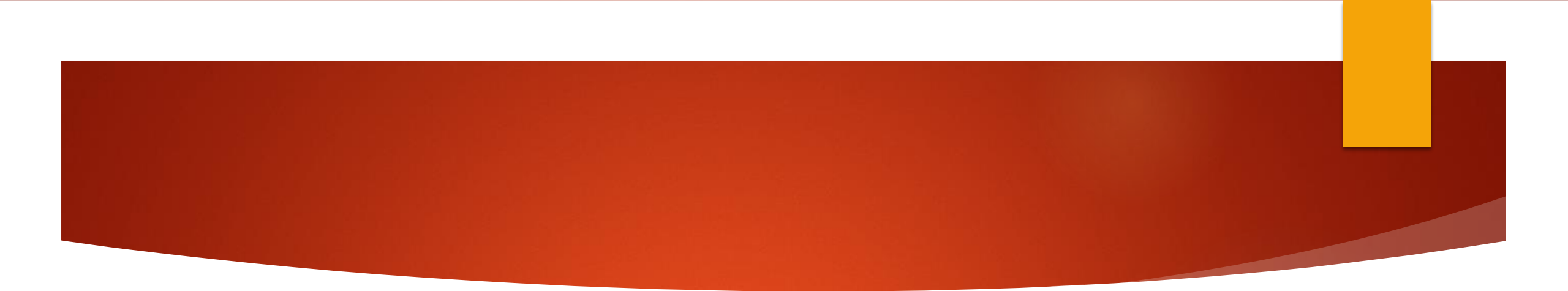


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- ▶ Physiological needs the most basic needs of all humans are physiological: we all need air, water, and food. According to Maslow's theory, unless those needs are met, it will be difficult to motivate a listener to satisfy other needs. If your listeners are hot, tired, and thirsty, it will be more difficult to persuade them to vote for your candidate, buy your insurance policy, or sign your petition in support of local pet-leash laws. Be sensitive to the basic physiological needs of your audience so that your appeals to higher-level needs will be heard.

# Safety Needs



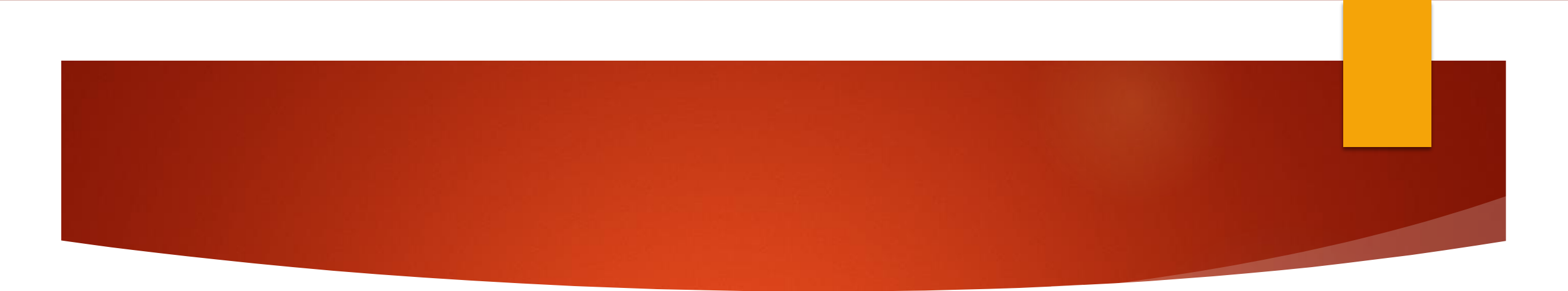
- ▶ Listeners are concerned about their safety.
- ▶ Appeals to use safety belts, stop smoking, start exercising, and use condoms all play to our need for safety and security.

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- ▶ Safety needs listeners are concerned about their safety. We all have a need to feel safe, secure, and protected, and we need to be able to predict that our own and our loved ones' needs for safety will be met. The classic presentation from insurance salespeople includes appeals to our need for safety and security. Many insurance sales efforts include photos of wrecked cars, anecdotes about people who were in ill health and could not pay their bills, or tales of the head of a household who passed away, leaving the basic needs of a family unmet.
  - ▶ Appeals to use safety belts, stop smoking, start exercising, and use condoms all play to our need for safety and security.

# Social Needs

- ▶ We all need to feel loved and valued.
- ▶ Powerful persuasive appeals are based on our need for social contact.
- ▶ We are encouraged to buy a product or support a particular issue because other people are buying the product or supporting the issue.

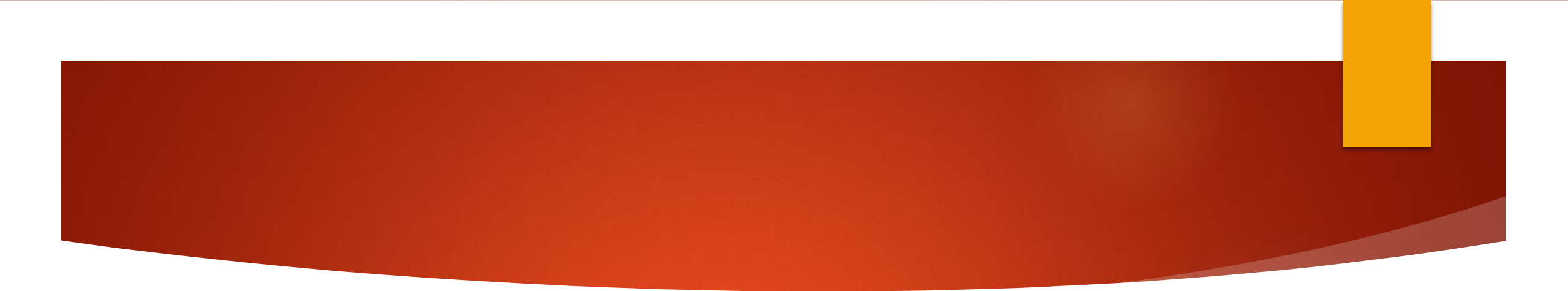


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- ▶ We all need to feel loved and valued. We need contact with others and reassurance that they care about us. According to Maslow, these social needs translate into our need for a sense of belonging to a group (fraternity, religious organization, friendships). Powerful persuasive appeals are based on our need for social contact. We are encouraged to buy a product or support a particular issue because other people are buying the product or supporting the issue. The message is that to be liked and respected by others, we must buy the same things they do or support the same causes they support.

# Self-esteem Needs

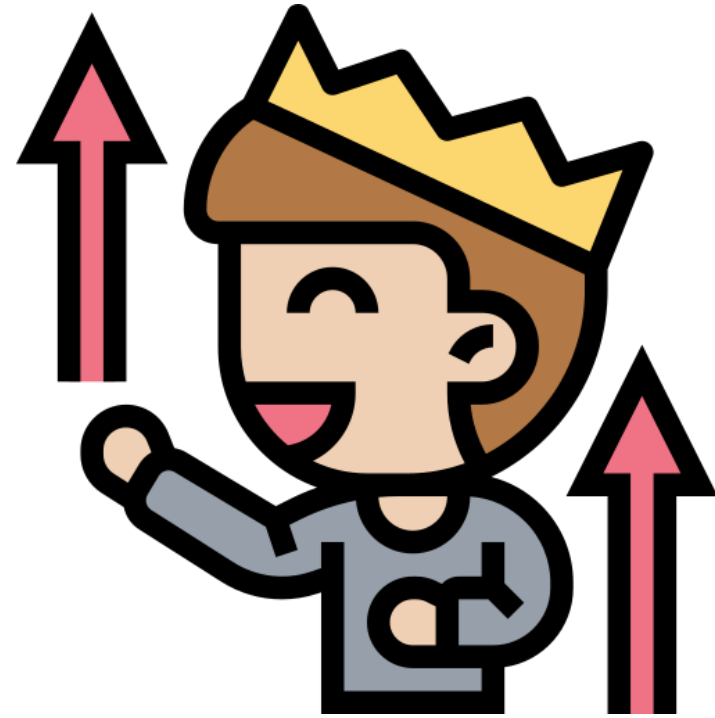


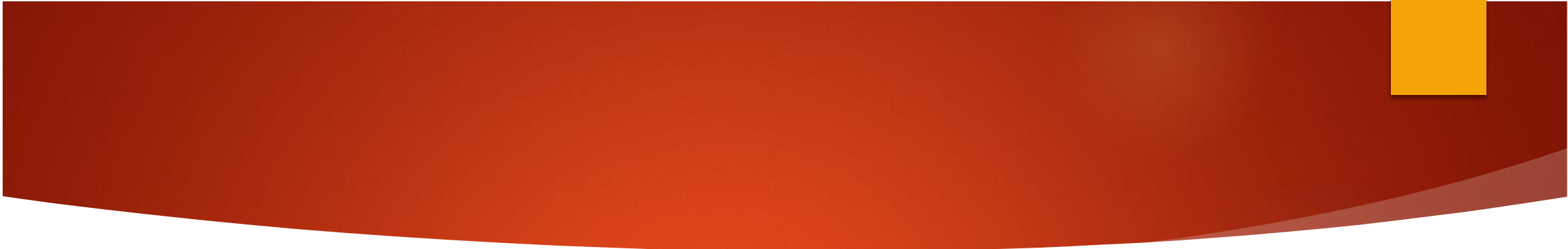
- ▶ The need for self-esteem reflects our desire to think well of ourselves.
- ▶ Commercials promoting luxury cars usually invite you to picture yourself in the driver's seat with a beautiful companion.

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- ▶ The need for self-esteem reflects our desire to think well of ourselves. Civil rights activist Jesse Jackson is known for appealing often to the self-worth of his listeners by inviting them to chant, “I am somebody.” This is a direct appeal to his listeners’ need for self-esteem. Advertisers also appeal to our need for self-esteem when they encourage us to believe that we can be noticed by others or stand out in the crowd if we purchase their product.
  - ▶ Commercials promoting luxury cars usually invite you to picture yourself in the driver’s seat with a beautiful companion while you receive looks of envy from those you pass on the road.

# Self-actualization Needs

- ▶ This is the need to fully realize one's highest potential.
- ▶ Needs at the other four need levels must be satisfied before we can be motivated to satisfy the highest-level need.

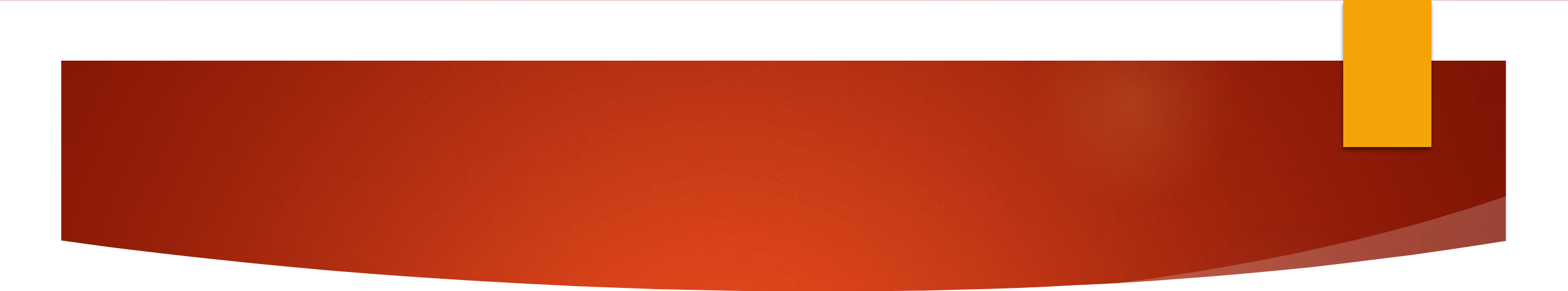


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- ▶ At the top of Maslow's hierarchy is the need for self-actualization. This is the need to fully realize one's highest potential. For many years, the U.S. Army used the slogan "Be all that you can be" to tap into the need for self-actualization. Calls to be the best and the brightest are appeals to self-actualization. According to Maslow's assumption that our needs are organized into a hierarchy, needs at the other four need levels must be satisfied before we can be motivated to satisfy the highest-level need.

# Use Positive Motivation

Emphasize positive values

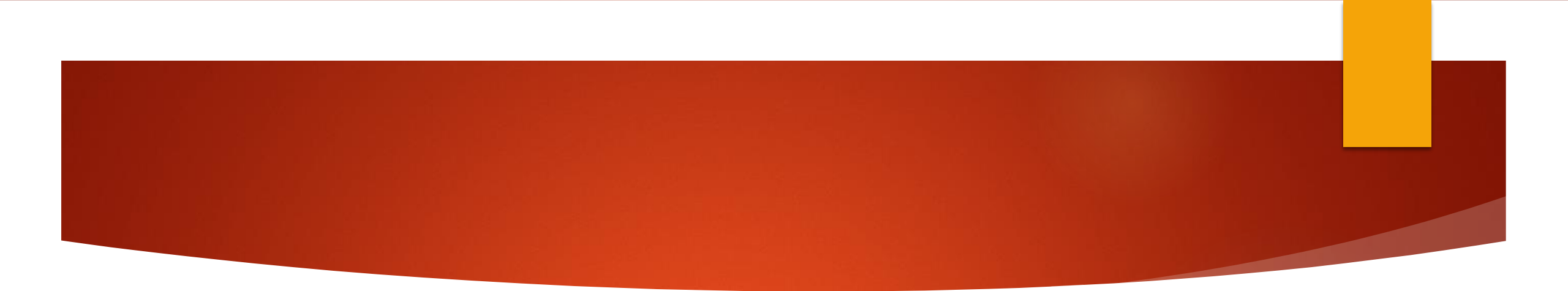
Emphasize benefits

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- ▶ A Depression-era politician claimed that a vote for him would result in a return to prosperity: “A chicken in every pot” was his positive motivational appeal. Positive motivational appeals are statements suggesting that good things will happen if the speaker’s advice is heeded. A key to using positive motivational appeals effectively is to know what your listeners value. Knowing what audience members view as desirable, good, and virtuous can help you to select the benefits of your persuasive proposal that best appeal to them.
  - ▶ **Emphasize Positive Values** What do most people value? A comfortable, prosperous life; stimulating, exciting activity; a sense of accomplishment; world, community, and personal peace; and happiness are some of the many things people value. How can you use these values in a persuasive speech? When identifying reasons for your audience to think, feel, or behave as you want them to, review those common values to determine what benefits would accrue to your listeners. If, for example, you want your listeners to enroll in a sign-language course, what would the benefits be to the audience? You could stress the sense of accomplishment, contribution to society, or increased opportunities for friendship that would develop if they learned this skill. A speech advocating that recording companies print the lyrics of all songs on the label of a recording could appeal to so-called family values.
  - ▶ **Emphasize Benefits, Not Just Features** A benefit is a good result or something that creates a positive feeling for the listener. A feature is simply a characteristic of whatever it is that you’re talking about. A benefit creates a positive emotional sizzle that appeals to the heart. A feature elicits a rational, cognitive reaction—it appeals to the head. The heart usually trumps the head when persuading others.

- ▶ Most salespeople know that it is not enough just to identify the features of their product.
- ▶ They must translate those features into an obvious benefit that enhances the customer's quality of life.

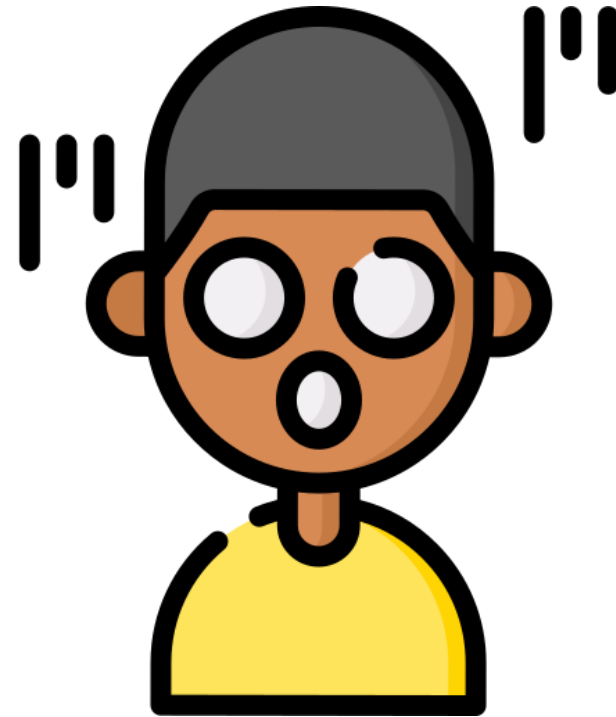


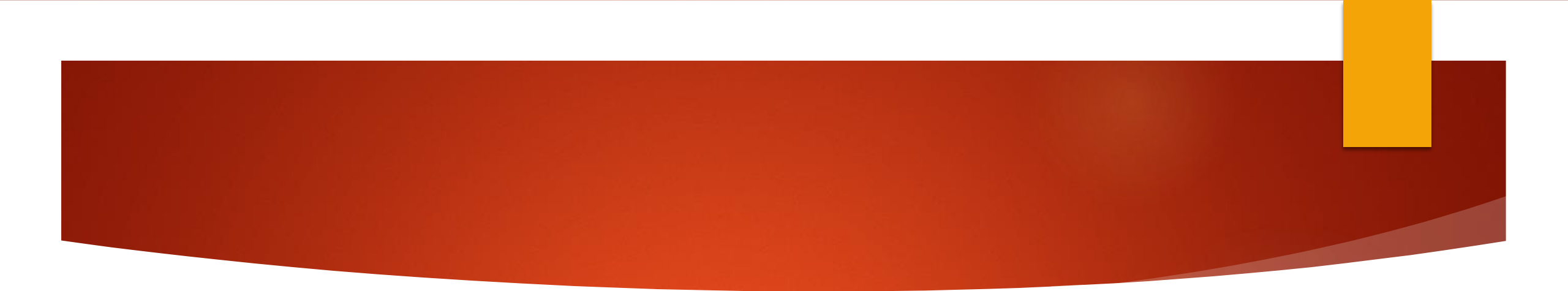
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- ▶ Most salespeople know that it is not enough just to identify, in general terms, the features of their product. They must translate those features into an obvious benefit that enhances the customer's quality of life. It is not enough for the real-estate salesperson to say, "This floor is the new no-wax vinyl." It is more effective to add, "And this means that you will never have to get down on your hands and knees to scrub another floor." When using positive motivational appeals, be sure that your listeners know how the benefits of your proposal can improve their quality of life or the lives of their loved ones.

# Use Negative Motivation

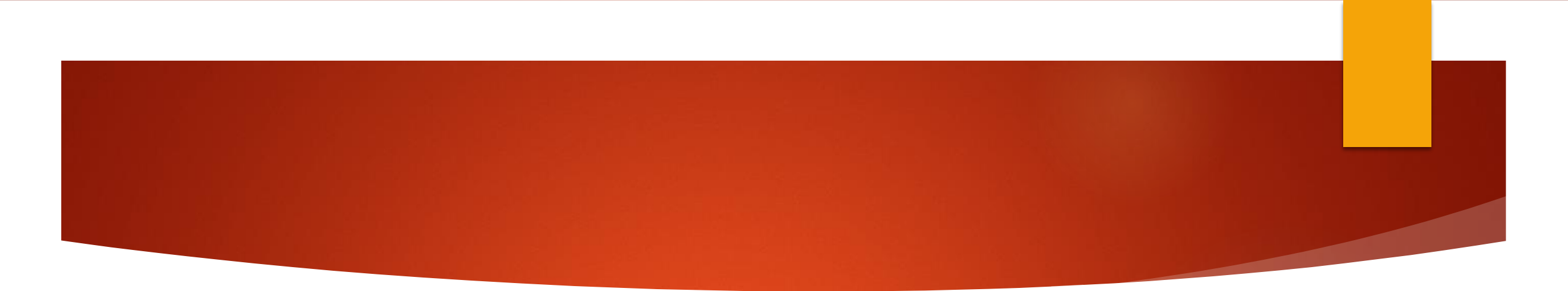
- ▶ In essence, the appeal to fear takes the form of an “if-then” statement.
- ▶ If you don't do X, then awful things will happen to you.
- ▶ A persuader builds an argument on the assertion that a need will not be met unless the desired behavior or attitude change occurs.

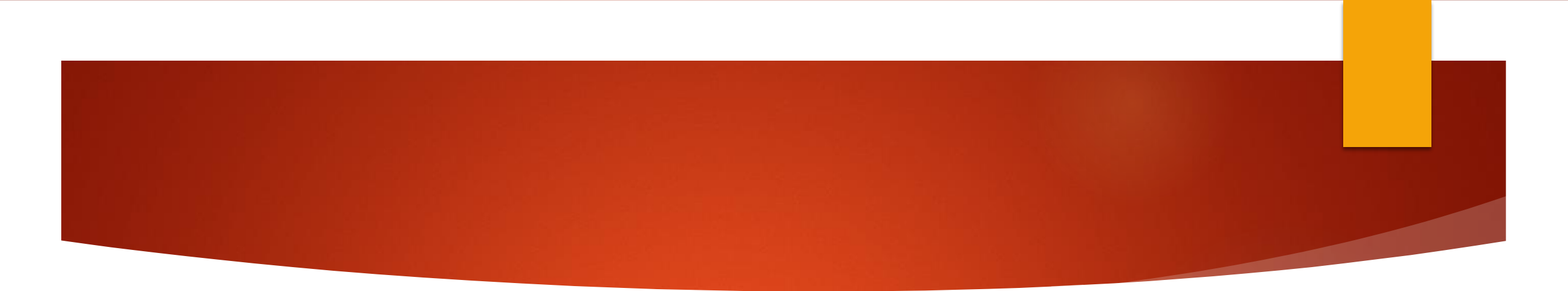


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- ▶ “If you don’t stop that, I’m going to tell Mom!” Whether he or she realizes it or not, the sibling who threatens to tell Mom is using a persuasive technique called fear appeal. One of the oldest methods of trying to change someone’s attitude or behavior, the use of a threat is also one of the most effective. In essence, the appeal to fear takes the form of an “if–then” statement: If you don’t do X, then awful things will happen to you. A persuader builds an argument on the assertion that a need will not be met unless the desired behavior or attitude change occurs. The principal reason that appeals to fear continue to be made in persuasive messages is that they work. Various research studies support the following principles for using fear appeals.

# Principles for Using Fear Appeals

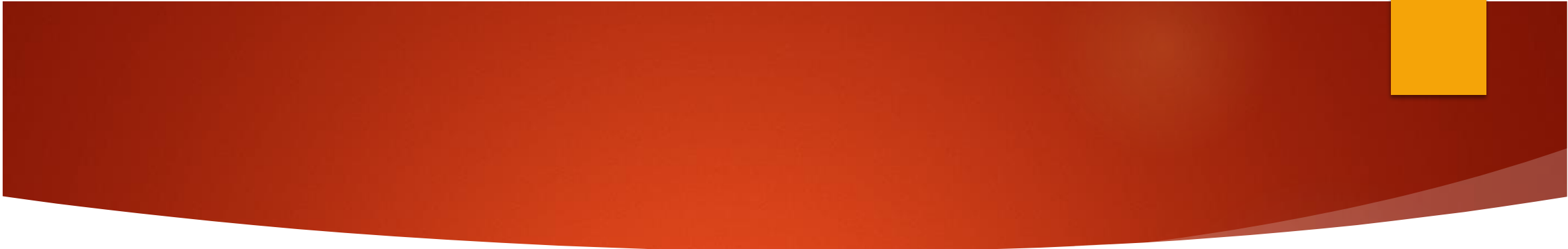
- ▶ A strong threat to a loved one tends to be more successful than a fear appeal directed at the audience members themselves.
- ▶ The more competent, trustworthy, or respected the speaker, the greater the likelihood that an appeal to fear will be successful.
- ▶ Fear appeals are more successful if you can convince your listeners that the threat is real.
- ▶ Strong fear appeals generally work even better than mild ones.
- ▶ Fear appeals are more successful when you can convince your listeners that they have the power to make a change that will reduce the fear-causing threat.

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- ▶ A strong threat to a loved one tends to be more successful than a fear appeal directed at the audience members themselves. A speaker using this principle might say, “Unless you see to it that your children wear safety belts, they could easily be injured or killed in an auto accident.”
  - ▶ The more competent, trustworthy, or respected the speaker, the greater the likelihood that an appeal to fear will be successful. A speaker with less credibility will be more successful with moderate threats. The U.S. Surgeon General will be more successful in convincing people to get a flu shot than you will.
  - ▶ Fear appeals are more successful if you can convince your listeners that the threat is real. You also need to convince them that the threat will probably occur unless they take the action you are advocating. For example, you could dramatically announce, “Last year, thousands of smokers developed lung cancer and died. Unless you stop smoking, there is a high probability that you could develop lung cancer, too.” Remember, however, that you have an ethical responsibility to be truthful and not exaggerate when trying to arouse listeners’ fear.

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- ▶ Strong fear appeals generally work even better than mild ones. This is especially true if the listener can take action (the action the persuader is suggesting) to reduce the threat.<sup>10</sup> In the past, some researchers reported that when a speaker creates an excessive amount of fear and anxiety in listeners, the listeners may find the appeal so strong and annoying that they stop listening. More comprehensive research, however, has concluded that there is a direct link between the intensity or strength of the fear appeal and the likelihood that audience members will be persuaded.
  - ▶ Fear appeals are more successful when you can convince your listeners that they have the power to make a change that will reduce the fear-causing threat. As a speaker, your goal is not only to arouse audience members' fear but also to empower them to act. When providing a solution to the fear inducing problem, make sure you tell your listeners what they can do to reduce the threat. View the solution from your listeners' point of view. If, for example, you tell your listeners that unless they lose weight, they will die prematurely, they may want to shed pounds but think it's just too hard to do. You'll be a more effective persuader if you couple your fear-arousing message (lose weight or die early) with a strategy to make weight loss achievable (here's a diet plan that you can follow; it is simple and it works).



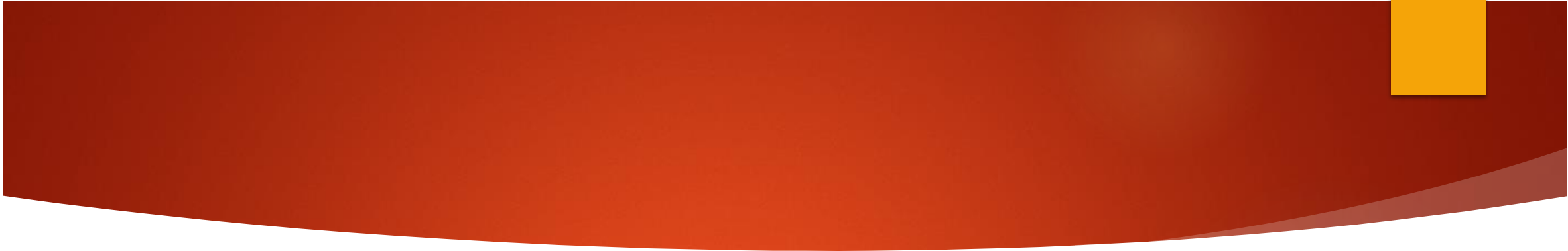
# How to Develop Your Persuasive Speech

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- ▶ Although you now understand what persuasion is and how it works, you may still be concerned about how to go about preparing your persuasive speech. The process of developing a persuasive speech follows the same audience-centered path you would take to develop any speech.

# Consider the Audience

Being audience-centered is vital when your objective is to persuade.

Your job as a speaker is to develop a message that anticipates what your audience may be thinking and feeling when they listen to you.

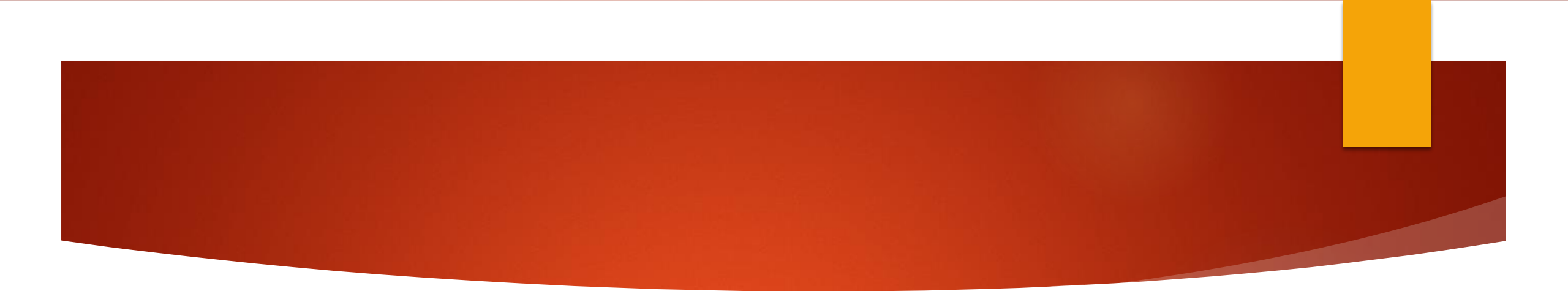
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- ▶ Although being audience-centered is important in every speaking situation, it is vital when your objective is to persuade. It would be a challenge to persuade someone without knowing something about his or her interests, attitudes, beliefs, values, and behaviors. Remember that while you are speaking, audience members have a variety of thoughts running through their heads. Your job as a speaker is to develop a message that anticipates, as best you can, what your audience may be thinking and feeling when they listen to you.

# Select and Narrow Your Persuasive Topic

Consider yourself

Consider your audience

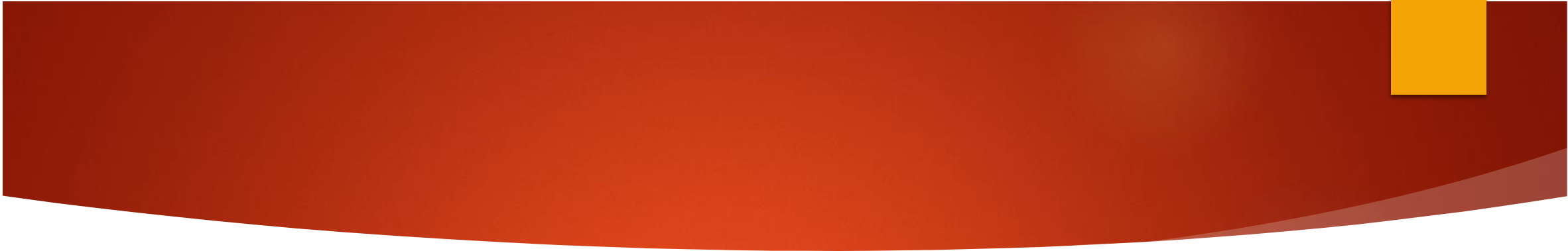
Consider the occasion

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- ▶ Deciding on a persuasive speech topic sometimes stumps beginning speakers. For a persuasive presentation, you can adapt our general advice for picking a speech topic:
    - ▶ Consider yourself. What are you passionate about? What issues stir your heart and mind? You'll present a better speech if you have selected a topic about which you can speak with sincere conviction.
    - ▶ Consider your audience. The ideal topic speaks to a need, concern, or issue of the audience as well as to your interests and zeal. The Internet, Facebook, and YouTube can help you identify topics that your audience may feel passionately about.
    - ▶ Consider the occasion. Some speech occasions, such as political rallies, may have built-in topics. For others, interpret the term occasion broadly to refer to the events currently happening around you. Use current events to find a topic by looking for Controversial issues; Looking for an important issue; reading an online newspaper or magazine, radio, or TV.

# Determine Your Persuasive Purpose

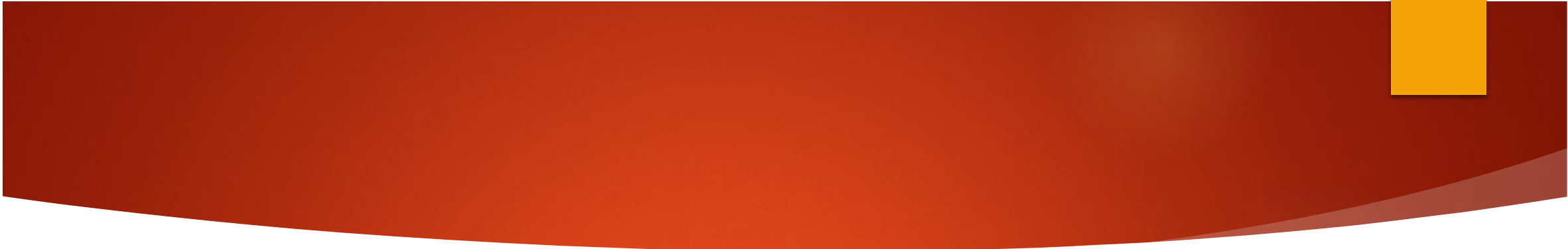
You don't always have to strive for dramatic changes in their attitudes, beliefs, values, and behavior.

Your speaking goal may be to move listeners a bit closer to your ultimate persuasive objective.

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- ▶ When you persuade others, you don't always have to strive for dramatic changes in their attitudes, beliefs, values, and behavior. People rarely make major life changes after hearing just one persuasive message. Your speaking goal may be to move listeners a bit closer to your ultimate persuasive objective.

# Develop Your Central Idea and Main Ideas

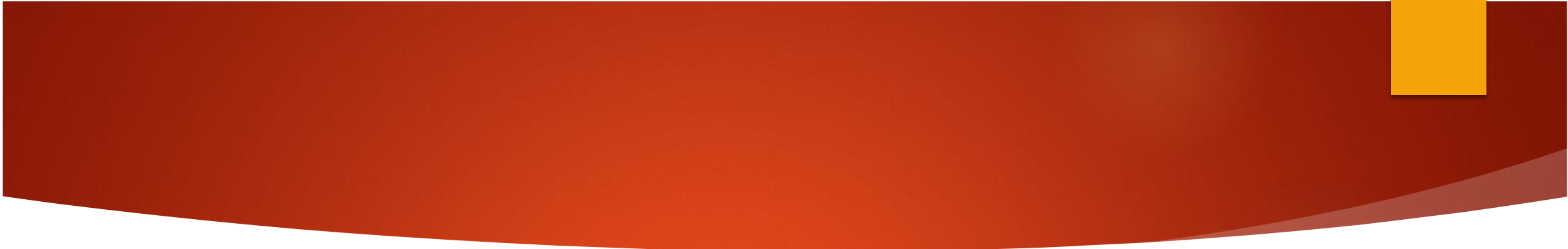
- ▶ Your central idea is a one sentence summary of your speech.
- ▶ Most speakers find it useful to state their central idea in the form of a proposition.
- ▶ A proposition is a statement with which you want your audience to agree.
  - ▶ All students should be required to take a foreign language.
  - ▶ Organic gardening is better for the environment than gardening using chemicals.
  - ▶ The United States should not provide economic aid to other countries.

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- ▶ The overall structure of your speech flows from your central idea and the main ideas that support your central idea. Your central idea, as you recall, is a one sentence summary of your speech. When persuading others, most speakers find it useful to state their central idea in the form of a proposition. A proposition is a statement with which you want your audience to agree. In the following list, note how each proposition is actually the central idea of the speech:
    - ▶ All students should be required to take a foreign language.
    - ▶ Organic gardening is better for the environment than gardening using chemicals.
    - ▶ The United States should not provide economic aid to other countries.

# Gather Supporting Material

Look for the available means of persuasion to support the main ideas.

Consider logos, ethos, and pathos.

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- ▶ When gathering supporting material for your persuasive message, look for the available means of persuasion to support the main ideas that you have developed to achieve your specific purpose. Recall from earlier in this chapter that Aristotle proposed three primary ways, or available means, of persuading listeners: (1) being a credible and ethical speaker, which includes using credible and ethical supporting material; (2) using effective logic and reasoning to support your main ideas; and (3) using appropriate emotional support.

# Organize Your Persuasive Speech

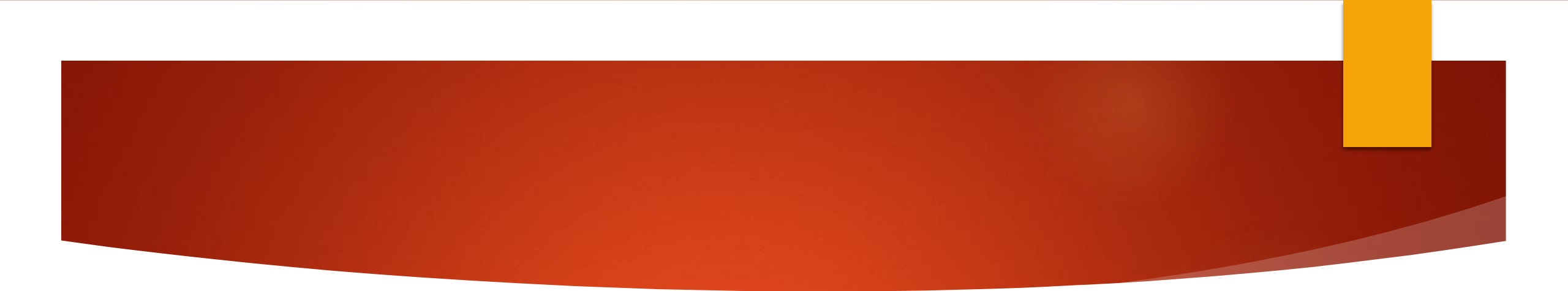
Make an introduction that should get the audience's attention

Give the audience a reason to listen to your message

Introduce the subject, establish your credibility, and preview your main ideas.

The body of your speech should have clearly identified major points with appropriate transitions, signposts, and internal summaries

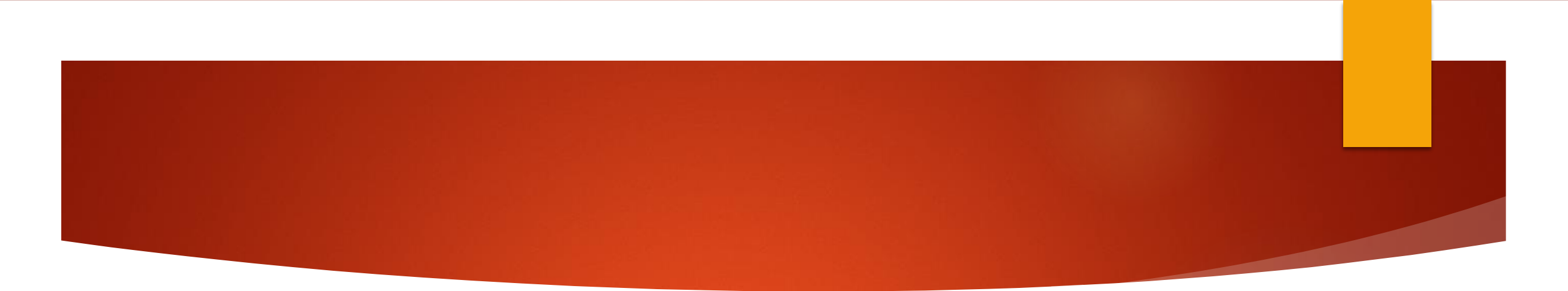
Summarizes the essence of your message

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- ▶ After identifying and gathering ethical, logical, and appropriate emotional support for your message, you'll make final decisions about how to organize your message. As with any speech, you'll have an introduction that should get the audience's attention, give the audience a reason to listen to your message, introduce the subject, establish your credibility, and preview your main ideas. The body of your speech should have clearly identified major points with appropriate transitions, signposts, and internal summaries to make sure your key ideas are understandable to your listeners. And, finally, you'll have a conclusion that summarizes the essence of your message and provides closure to your speech. When your goal is to persuade, it is especially important to consider your audience and your specific purpose as you begin your message, organize your ideas, and conclude your talk.

# Rehearse and Deliver Your Speech

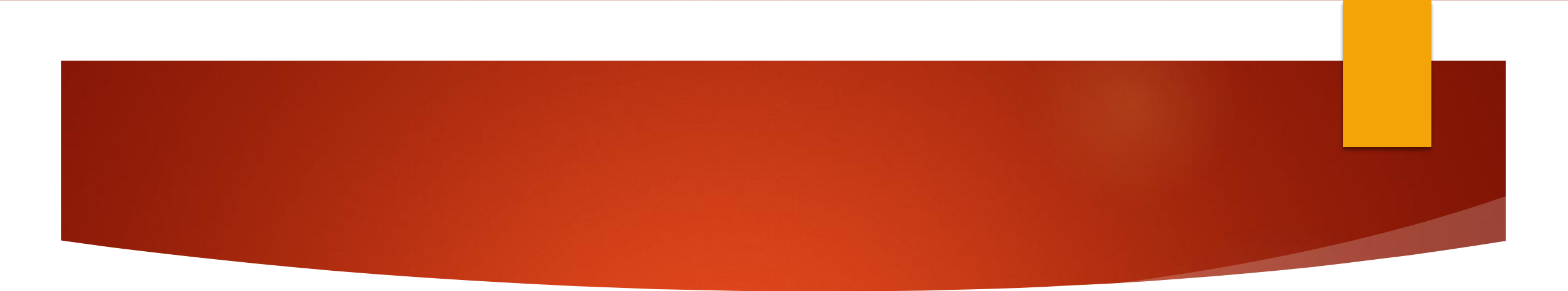
Rehearse your speech in front of another person to check the overall clarity and structure of your message.

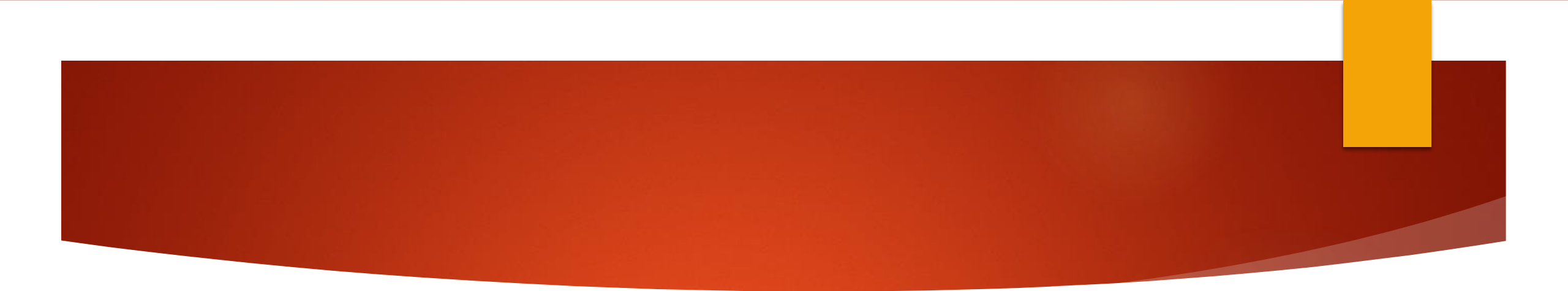
Without ample emotional energy, your speech may not achieve its purpose.

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- ▶ To bring your ideas to life, the last two elements of the speechmaking process are to rehearse your message out loud and then, finally, to present your talk to your audience. When your goal is to persuade, you might want to make a special effort to rehearse your speech in front of another person or to run some of your ideas past other people to check the overall clarity and structure of your message.
  - ▶ Although you may have a well-crafted message, without ample emotional energy, your speech may not achieve its purpose. Your eye contact, gestures, movement, posture, facial expression, vocal eye contact, and personal appearance are the means by which you'll reinforce your credibility and logic, as well as make an authentic emotional connection with your listeners.
  - ▶ Your delivery can be persuasive to some of your listeners. No matter how well reasoned your message, at least some of your listeners are likely to fail to elaborate, or critically consider it. These listeners may instead be persuaded by an indirect route, one based on the emotional connection you make with them in the course of delivering your speech.

# Conclusion

- ▶ Persuasion is the process of changing or reinforcing attitudes, beliefs, values, or behavior.
- ▶ Aristotle suggested using ethos, logos, and pathos as methods to persuade others.
- ▶ Motivate your listeners by using cognitive dissonance; satisfying listeners' needs; using positive motivational appeal; and using negative motivational appeal.
- ▶ Speakers can prepare a persuasive speech by applying broad principles of persuasion to the same processes they use to prepare and present any other kind of speech.

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- ▶ Persuasion is the process of changing or reinforcing attitudes, beliefs, values, or behavior. Attitudes are learned predispositions to respond favorably or unfavorably toward something. A belief is a person's understanding of what is true and what is false. A value is an enduring concept of right or wrong, good or bad.
  - ▶ Aristotle suggested using ethos, logos, and pathos as methods to persuade others.
  - ▶ One way to motivate listeners is to cause cognitive dissonance or discomfort. Listeners may change their attitudes, beliefs, values, or behavior in order to maintain intellectual balance or cognitive consistency. A second approach to motivation is to satisfy listeners' needs. Abraham
  - ▶ Maslow identified a five-level hierarchy of needs, including physiological, safety, social, self-esteem, and self-actualization needs.

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- ▶ Third, positive motivational appeals can help you develop a persuasive message by encouraging listeners to respond favorably to your message. A fourth approach to persuasion is the use of negative motivational appeals. Fear can motivate us to respond favorably to a persuasive suggestion. To avoid pain or discomfort, we may follow the recommendation of a persuasive speaker.
  - ▶ Speakers can prepare a persuasive speech by applying broad principles of persuasion to the same processes they use to prepare and present any other kind of speech. A key first concern is to consider the audience at each step of the process. The next concern is to choose an appropriate topic. When crafting your central idea for your persuasive speech, develop a proposition of fact, value, or policy that is reasonable based on your audience's background and expectations. Principles of persuasion can also guide you as you gather supporting materials, organize, rehearse, and deliver your speech.



# Thank you

LERISSA DANIELA, S.S., M.Pd.

lerissa.daniela@gmail.com

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