

Chapter Fourteen

The Persuasive Speech



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What Is Persuasive Speech?



⌘ Persuasion

☑ The process of influencing attitudes, beliefs, values, and behavior

⌘ Persuasive speaking

☑ Speech that is intended to influence the beliefs, attitudes, values, and acts of others*

What Is Persuasive Speech?


Persuasive vs. Informative



- ⌘ The goal of the persuasive speech is to influence audience choices
- ⌘ These choices may range from slight shifts in opinion to wholesale changes in behavior
- ⌘ Persuasive speeches seek a response
- ⌘ As with informative speeches, persuasive speeches respect audience choices*

What Is Persuasive Speech?

Persuasive Purposes



- ⌘ How can you determine whether your topic and goals are persuasive?
 - ☑ When you seek to influence an audience's *attitudes* about an issue
 - ☑ When you seek to influence an audience's *beliefs* or understanding about something
 - ☑ When you seek to influence an audience's *behavior*
 - ☑ When you seek to *reinforce* an audience's existing attitudes, beliefs or behaviors*

What Is Persuasive Speech?

The Process of Persuasion

⌘ When you speak persuasively, you try to guide the audience to adopt a particular attitude, belief, or behavior that you favor*



What Is Persuasive Speech?

The Process of Persuasion



⌘ Attitude

- ⌘ A predisposition to respond to people, ideas, objects, or events in evaluative ways

⌘ Beliefs

- ⌘ The ways people perceive reality to be; our conceptions about what is true and what is false

⌘ Values

- ⌘ People's most enduring judgements about what's good and bad in life*


What Is Persuasive Speech?

The Process of Persuasion




- ⌘ Several factors that increase the odds that your efforts at persuasion will succeed:
- ⌘ A message should meet the psychological needs of the audience
- ⌘ Seek only minor changes in the audience's attitudes
- ⌘ Establish a common ground between yourself and the audience
- ⌘ Leave your audience feeling satisfied and competent
- ⌘ For change to endure, people must be convinced they will be rewarded in some way*

Classical Persuasive Appeals



- ⌘ According to Aristotle, persuasion could be brought about by the speaker's use of three modes of rhetorical proof
- ⌘ Rhetorical proof
 - ☑ The speaker's use of three modes of persuasion: the nature of the message, the audience's feelings, and the personality of the speaker*

Classical Persuasive Appeals: Logos




⌘ Many persuasive speeches focus on serious issues requiring considerable thought

⌘ Logos

☑ Refers to persuasive appeals directed at the audience's reasoning on a topic*

Classical Persuasive Appeals: Logos



⌘ Syllogism

☑ A three-part argument consisting of a major premise or general case, a minor premise or specific case, and a conclusion

⌘ Enthymeme

☑ A syllogism stated as a probability instead of an absolute; states either a major or minor premise but not both*

Classical Persuasive Appeals: Pathos

⌘ Pathos involves an appeal to audience emotion

⌘ Pathos

☑ As used by Aristotle in terms of persuasive appeals, the audience's feelings*



Classical Persuasive Appeals: Ethos

⌘ Ethos

- ☑ As used by Aristotle in terms of persuasive appeals, based on the nature of the speaker's moral character and personality*



Contemporary Persuasive Appeals




- ⌘ These approaches include appealing to audience needs; audience attitudes, values, and behavior; the audience's ways of processing messages; and the speaker-audience relationship*

Contemporary Persuasive Appeals: Appeals to Audience Needs


- ⌘ Appealing to audience needs is one of the most commonly used strategies for motivating people
- ⌘ Maslow's hierarchy of needs
 - ☑ A set of five basic needs ranging from the essential life-sustaining ones to the less critical self-improvement ones*

Contemporary Persuasive Appeals: Motivating the Audience



- ⌘ Physiological needs include needs for water, food and air
- ⌘ Safety needs relate to feelings of security
- ⌘ Social needs refer to the desire for meaningful relationships with others
- ⌘ Self-Esteem needs reflect our desire to feel good about ourselves
- ⌘ Self-Actualization needs refer to reaching your highest potential*

Contemporary Persuasive Appeals: Targeting Behavior




⌘ Expectancy-Outcome Values Theory

☑ A theory of persuasion; maintains that people consciously evaluate the potential costs and benefits, or value, associated with taking a particular action

⌘ Attitudes consist of feelings about the behavior in question*

Contemporary Persuasive Appeals: Targeting Behavior



- ⌘ Subjective Norms are what audience members believe other people feel about the behavior in question
- ⌘ Intentions relate to the audience members' conscious choice to do or not to do the behavior in question
- ⌘ Behavior is the action taken by the audience any time after the speech*

Contemporary Persuasive Appeals: Making the Message Relevant

⌘ Elaboration Likelihood Model

- ☑ A theory that suggests people process persuasive messages by one of two mental routes (central processing or peripheral processing) depending on their degree of involvement in the message

⌘ Central processing

- ☑ Listeners are influenced primarily by the strength and quality of the speaker's arguments*

Contemporary Persuasive Appeals: Making the Message Relevant


⌘ Peripheral Processing occurs when listeners lack the motivation or ability to pay close attention to the speaker's issues and become influenced by non-content issues*



Contemporary Persuasive Appeals: Establishing Credibility

- ⌘ The relationship between speaker and audience is a crucial element in planning and delivering persuasive speeches
- ⌘ Credibility
 - ☑ Audience perceptions of and attitudes toward the speaker's perceived expertise, trustworthiness, similarity to audience members, and attractiveness*


A Plan for Organizing Persuasive Speeches



⌘ Motivated sequence

- ☑ An organizational pattern for planning and presenting persuasive speeches that involves five steps: attention, need, satisfaction, visualization, and action*


A Plan for Organizing Persuasive Speeches: Step 1: Attention



- ⌘ A persuasive speech should begin by getting the audience's attention
- ⌘ The attention step addresses core concerns of the audience, making the speech highly relevant to them*


A Plan for Organizing Persuasive Speeches:

Step 2: Need



- ⌘ The need step isolates and describes the issue to be addressed in the persuasive speech
- ⌘ If you can show the audience that they have an important need that must be satisfied, they have a reason to listen to your propositions*

A Plan for Organizing Persuasive Speeches: Step 3: Satisfaction



- ⌘ The satisfaction step identifies the solution
- ⌘ This step offers the audience a proposal to reinforce or change their attitudes, beliefs, and values regarding the need at hand*

A Plan for Organizing Persuasive Speeches: Step 4: Visualization



- ⌘ The purpose of the visualization step is to carry the audience beyond accepting the feasibility of your proposal to seeing how it will actually benefit them
- ⌘ The visualization step invokes needs of self-esteem and self-actualization*

A Plan for Organizing Persuasive Speeches: Step 5: Action

⌘ The action step involves making a direct request of the audience to act according to their acceptance of the message*

