

## Persuasion Notes

- I. How do we persuade?
- A. \_\_\_\_\_ --the process to attempt to change others' attitudes, beliefs, values, or behaviors; occurs on a continuum
- B. Aristotle's Appeals
1. \_\_\_\_\_ – logical appeal; appeals to the intellect of your audience
    - a. Be Organized
    - b. Offer Proof – specific evidence that establishes the truth of something
  2. \_\_\_\_\_ – emotional appeal; appeals to people's feelings of love, anger, disgust, fear, compassion, patriotism, etc.
  3. \_\_\_\_\_ – personal appeal; the speaker's character appeals to the audience
    - a. Honesty – integrity, reputation, sincerity
    - b. Competency – capability
- II. Claims
- A. \_\_\_\_\_ --a quantifiable statement; makes a statement about a measurable topic or fact
- B. \_\_\_\_\_ --a qualify-able statement; makes a statement of a moral or philosophical nature
- C. \_\_\_\_\_ --asserts that a course of action should be taken; statement about an action-able topic, or policy
- III. Audience Analysis
- A. \_\_\_\_\_ – friendly; members like you and what you have to say
1. Example – political candidate asking his staff for continued support
  2. Main objective – reinforce what they already accept
- B. \_\_\_\_\_ – neutral; members haven't made up their minds
1. Example – Job interview, jury
  2. Main objective – sell yourself, your talents, and your potential
- C. \_\_\_\_\_ – apathetic; members don't care about you or your position
1. Main objective – show how what you have to say relates to them
- D. \_\_\_\_\_ – hostile; members oppose you, what you are promoting, or both
1. Example – citizens who do not support a second high school at a school board meeting
  2. Main Objective – get a fair hearing
- IV. Monroe's Motivated Sequence Structure of a Speech
- A. \_\_\_\_\_ --this occurs during your attention getter
- B. \_\_\_\_\_ --Tell your audience what you need them to think, believe, or do.
- C. \_\_\_\_\_ --Give your audience reasons why they should think, believe, or do what you want. Your three reasons will become your main points in the body of your speech.
- D. \_\_\_\_\_ --Show your audience why or how your reason is true. You could also call this "Proof." This will become your sub points in the body of your speech.
- E. \_\_\_\_\_ --Remind your audience of what you want them to do.
- F. You do this when you restate your thesis in your conclusion.