

Persuasion Notes

- I. Writing the Persuasive Speech
- A. _____ --the process to attempt to change others' attitudes, beliefs, values, or behaviors; occurs on a continuum
- B. _____ --describes how the process of persuasion can happen
- a. Four Methods of Motivation
- i. Make People _____
- ii. Appeal to a _____ need
1. Maslow's Hierarchy of Needs
- iii. _____ motivation
- iv. _____ motivation
- C. _____ Theory—every listener will fit into a category of rejection, non-commitment, or acceptance; discover through Audience Analysis
- II. Aristotle's Appeals
- A. _____ – logical appeal; appeals to the intellect of your audience
1. Be Organized
2. Offer Proof – specific evidence that establishes the truth of something
- B. _____ – emotional appeal; appeals to people's feelings of love, anger, disgust, fear, compassion, patriotism, etc.
- C. _____ – personal appeal; the speaker's character appeals to the audience
1. Honesty – integrity, reputation, sincerity
2. Competency – capability
- 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. Example – men at a Susan G. Komen fundraiser
2. 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. 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.