**Persuasion Notes**

**Credibility:**

-Audience’s perception of how believable the speaker is.

***Factors of credibility:***

* **Competence** - how the audience regards the intelligence, expertise, and knowledge of the speaker /

subject.

* **Character** - how the audience regards the sincerity, trustworthiness, and concern of the speaker for

their well-being.

***Types of credibility:***

* **Initial** – credibility before speaking.
* **Derived** – credibility produced by everything that is said and done during the speech.
* **Terminal** – credibility at the end; after speech.

***Enhancing credibility:***

Say and do everything in a way that will make you appear capable and **trustworthy**.

* Have good **organization.**
* Use **appropriate**, **clear**, and **vivid** language.
* Have a **fluent** and **dynamic** delivery.
* Use **strong** evidence and **sound** reasoning.

***Boost credibility by:***

* Explain **competence - qualifications** (personal experiences, research).
* Establish **common ground** with the audience - show respect, show that your views are consistent with theirs, and that you share the same values, attitudes, and experiences.
* Speak with genuine **conviction** - use good delivery skills.
* Present ideas **sincerely**, **dynamically**, and use good eye contact.
* Remember: If you want the audience to believe and care about your ideas, you must believe and care about them **first**.
* Show spirit and **enthusiasm.**

**Appeals:**

***Ethos:*****Ethical** appeal; also referred to as **Personal** appeal.

* **Credibility** appeals - relies on speaker to convince listeners.

1. **Believability** - shows knowledge and interest in topic.
2. **Ethical standards**- acknowledges the other side of the issue and demonstrates thorough research.

* dynamic
* sincere
* good reputation
* good appearance
* **Expertise**
* **Trustworthiness**
* **Perceived good intentions**

***Pathos:*** **Emotional** appeal *-* Uses a listener’s feelings to persuade them.

* guilt
* fear
* freedom
* justice
* greed
* patriotism
* belonging
* anger
* happiness

* **Understand how audience feels**.

***Logos:*** **Logical** appeal - Uses solid evidence and sound reasoning to convince listener

* Is this **fact** or **opinion**?
* Is the information current?
* Is the **source** credible?
* Is it relevant?
* Is it valid or representative?
* Appeal to audience’s **intellectual**, rational side.
* Use forceful, **clear** arguments to make a point.
* Considered the **substance** of a speech.

**Fallacies:**

***Hasty generalization****-* error in reasoning from specific instances; speaker jumps to a general conclusion on

the basis of insufficient evidence.

***False cause* or *post hoc ergo propter hoc*** *(after this, therefore because of this) -* speaker mistakenly

assumes that because one event follows another, the first is the cause of the second

***Invalid analogy****-* speaker compares two cases that are not similar and infers that what is true for one is

also true for the other.

***Red herring*** *-* introduces irrelevant issue to divert attention away from the subject.

***Ad hominem*** *- (against the man) -* attacks the person.

***False dilemma*** - or (*either-or) -* forces listeners to choose between two choices, when more exist.

***Bandwagon*** *-* assumes that because something is popular, it is therefore good, correct, or desirable; join

everyone else.

***Slippery slope*** *-* assumes that taking the first step will lead to more steps that can’t be prevented.

***Transfer*** *-* projecting positive or negative qualities of a person, object, or value to another in order to make

the second more acceptable or to discredit it.

***Glittering generalities****-* Glittering generalities are intensely emotionally appealing words so closely associated with highly valued concepts and beliefs that they carry conviction without supporting information or reason. They appeal to such emotions as love of country, home; desire for peace, freedom, glory, honor, etc. They ask for approval without examination of the reason. Though the words and phrases are vague and suggest different things to different people, their connotation is always favorable.

***Card-stacking****-* facts are selected and presented which most effectively strengthen and authenticate the point of view of the speaker

***Plain folk****-* attempts to convince the audience that the speaker’s positions reflect the common sense of the people. It is designed to win the confidence of the audience by communicating in the common manner and style of the audience.

***Begging the question****-* the truth of the conclusion is assumed by the premises. One assumes what one claims to be proving.

***Overgeneralization****-*statements that are so general that they oversimplify reality

**Audience Analysis**

People react based on what they want, think, or feel.

Questions used to analyze an audience:

1. How old are they?
2. What is the gender breakdown?
3. What is their economic background?
4. What are their political or religious views?
5. How many will be in favor of your position? Against it?

Four categories of audiences:

1. **Supportive** Audience – They like you, they like your message.
2. **Uncommitted** Audience – They have not heard enough information to make a decision for or against.
3. **Indifferent** Audience –They really do not care about what you have to say; apathetic.
4. **Opposed** Audience – They do not like you or your message.

MONROE’S MOTIVATED SEQUENCE:

Step 1- Attention (gain audience’s attention about issue)

Step 2- Need (describe the problem)

Step 3- Satisfaction (describe the solution; how to solve the problem)

Step 4-Visualization (so audience can picture solution in their minds; what world will be

like if solution is put into place)

Step 5- Action (what do we do; what is audience goal)