The Persuasive Speech
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*
Goals of Persuasive Speaking

1. Speaking to Influence Thinking
   Desire to gain intellectual agreement.
   *Example*: To persuade my audience that immigrants enrich American society and business life.

2. Speaking to Motivate Action
   Tries to impel listeners to take action.
   *Example*: To persuade my audience not to buy groceries from markets that do not support dolphin-safe tuna fishing products.
How To Motivate Action

Don’t just imply, tell the audience what they need to do in response to your speech.
Send around a petition
Pass out a sign-up sheet
Get a show of hands
Be careful not to overly pressure listeners!
What Is Persuasive Speech?

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

- 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*
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*
"Let's pretend for a moment. Suppose that on the upper right-hand corner of your desk there is a button. You have the power, by pushing that button, to quickly and painlessly end the life of one you love; your brother, or sister, or father. This loved one has terminal cancer and will be confined to a hospital for his remaining days. Would you push the button now? His condition worsens. He is in constant pain and he is hooked up to a life-support machine. He first requests, but as the pain increases he pleads for you to help. Now would you push that button? Each day you watch him deteriorate until he reaches a point where he cannot talk, he cannot see, he cannot hear - he is only alive by that machine. No would you push that button?"
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: Pathos

"I ask again, how long could you take walking into that hospital room and looking at your brother or father in a coma, knowing he would rather be allowed to die a natural death than to be kept alive in such a degrading manner? I've crossed that doorstep - I've gone into that hospital room, and let me tell you, it's hell. I think it's time we reconsider our laws concerning euthanasia. Don't you?"
Classical Persuasive Appeals:

Ethos

- As used by Aristotle in terms of persuasive appeals, based on the nature of the speaker’s moral character and personality*
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
- Audience 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.
When to use motivated sequence

- Sell a product or service
- Mobilize listeners to take a specific action

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Problem-solution pattern

When to use:
- Unawareness
- Severity underestimated

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Statement-of-reasons pattern

When to use:
- Audience’s leaning toward presenter’s position
- Justification needed
Comparative-Advantages

When to use

- Which solution?
- Superior solution recommended!
Speech to influence thinking
Sample specific-purpose statement

- To convince my audience that the US President should be limited to one term lasting 6 years
- To convince my listeners that the metric system is superior to the traditional American system of weights and measures
- To persuade my audience that schools should stop using IQ tests
Speech to motivate action
Sample specific-purpose statement

To urge people to **START** doing something
- To persuade my audience to walk 3 miles a day
- To persuade my audience to adopt the traditional Mediterranean diet
- To persuade my listeners to sign a petition aimed at outlawing corporal punishment in elementary schools
- To persuade my audience to take a course in first aid
Speech to motivate action
Sample specific-purpose statement

To urge people to **STOP** doing something
- To persuade my audience to stop smoking
- To persuade my listeners to stop buying things on credit
- To persuade my audience to stop using nylon bags
- To persuade my listeners to stop paying bribes to the policemen.
Examples

What arguments can you provide to
- a group of farmers to persuade them to adopt organic farming?
- a group of teachers to persuade them to give up corporal punishment to students?
- a group of college students to support a volunteer cause financially in Africa?
You want to show that your solution is better than the others. Let’s compare

- Alternative medicine vs. conventional medicine
- Eurostar train vs. airplane
- Low cost carriers vs. full-service airlines