Chapter 17

Strategies for Speaking Persuasively

Speaker Ethos/Credibility

- Trustworthiness
- Competency
- Dynamism
- Objectivity

Strategies in Persuasion

Example Purpose: To persuade an audience of timber industry that government regulation of the industry is needed to protect forests.

- Chip Away at Edges of Beliefs: Show your audience how opposing regulation can hurt the industry and the economy.
- Identify Patterns of Anomalies: Point out the instances in which the local company did not benefit greatly from the industry.
Strategies in Persuasion (cont’d)

- Use Consciousness Raising: Show how audience members and their children will benefit from forest preservation.
- Seek Changes in Increments:
  1. Motivate your audience to support the preservation of local forests.
  2. Motivate your audience to participate with legislators in drafting local and state regulations.
  3. Motivate your audience to support government regulation of the timber industry nationwide.

Audience Resistance to Persuasion

- Selective Listening
- Dismissal of the Message
- Compartmentalizing Message
- Boomerang Effect

Selecting Support Material

- Is Information Relevant to Point Made?
- Does Information Prove the Point?
- Is Information Timely?
Selecting Supporting Material (cont’d)

- Is the Information Quoted in Context?
- Is the Information Specific?
- Is the Source an Expert?
- Is the Source Unbiased?

Types of Reasoning

- Pathos (psychology & emotion)
- Logos (logic & evidence)
- Ethos (credibility)

Testing a Claim

- Is the claim relevant to the issue?
- Does the claim advance our understanding?
- Is the language clear and unequivocal?
- Is the casual/effect link plausible?
- Is the Speaker’s emotional response appropriate?
**Avoid Errors in Reasoning**

1. Circular Reasoning
2. Faulty Analogy
3. False Cause (Post Hoc)
4. Bandwagon Appeals
5. Appeal the Ignorance
6. Hasty Generalization
7. Ad Hominem

**Steps in Refutation**

**Decide Grounds for Refutation**
- Object to Claim or Have Own Claim
- Object to Infer

**Develop Refutation**
- Identify Position Attacked
- Present and Develop Attack
- Explain Impact of Refutation

**Ceremonial Speaking**

- Introductions & Greetings
- Award Presentations
- Acceptances
- Keynote Addresses
- Commencement Addresses
- Commemorative Addresses
- Commemorative Tributes
- Eulogies