

Public Speaking Notes

Textbook and Class Notes

Chapter #12: Persuading an Audience to Modify Their Beliefs, Values, or Actions

- Persuasion - strategic use of verbal and nonverbal symbols in an attempt to influence the beliefs, values, and/or actions of an audience

- Necessary and Important for Civic Engagement
 - In many cases, people won't come to a conclusion after listening to all the information; not always consensual
 - Need a gentle nudge in the desired direction
 - Advocacy helps to see advantages and disadvantages of an idea
 - Advanced by a committee
 - Criticized by a listening audience
 - Our own convictions and beliefs may compel us to advocate for the common good
- Can be negatively perceived as manipulation
- Six Steps in the Persuasive Process

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| 1. Consider audience analysis and adaptation | 4. Identify an idea <i>worthy of attention</i> |
| 2. Select a <i>persuasive goal</i> | 5. Offer a <i>good/superior</i> response |
| 3. Frame your persuasive efforts | 6. Empower your audience via a <i>doable</i> act |

- Invention: The Substance of Persuasion

- Developing Your Beliefs
 - What do you believe in?
 - *Why* do you believe it?
 - What are you going to *do* about it?
- Invention - process of investigation and thought that produces speech content
 - Remember that *you* write your speech
 - Make sure your argument is based on reliable information and facts, free of bias
 - Communities must resolve public issues after deliberation, ethical persuasion is essential to an ethical and healthy democracy and the public good
- Heuristics - specific strategies for coming up with new ideas and communicate them to an audience; cures to writer's block

- Selected Heuristic Devices

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| ● Define | ● Is one item smaller or greater than another? |
| ● What is it? | ● Is something possible or impossible? |
| ● What are the parts and how are they related? | ● What is and what isn't? |
| ● How the subject and object can be reserved; how the order of ideas can be reversed | ● How big is something, and how far does it reach? |
| ● How an idea or physical entity compares/contrasts to another | ● What was it like in the past? |
| ● Has something happened/won't happen? | ● What will it be like in the future? |
| ● What will happen/won't happen? | |

- Shows how you can shape your information
- Try a few, see how they work
- Make a selection of the discoveries you've made to talk about
- Modes of Proof
 - Ethos - character and qualifications of the speaker
 - Developed by competence, trustworthiness, goodwill, and dynamism

- Pathos - emotional appeal; disposing the listener in some way
 - Appeal to any number of feelings
 - Too much pathos is distracting
 - Excessive use of pathos in the public *desensitizes* the mind
 - Disallows healthy discharge of emotion
- Logos - relies on facts, logic and reasoning; refers to the argumentative section
- Persuasion requires all elements
 - The more credible you are, the easier it will be to persuade someone
- The Persuasive Process
 - Audience Analysis and Adaptation
 - Must be aware of your audience; know who you're presenting to
 - Tailor your speech to them and your venue
 - Be prepared to adjust to the people and the environment
 - Persuasive Goal
 - Be aware of your goal
 - Personal to goodwill to informative to societal change
 - Try to avoid the goal of "winning" and other qualities of unproductive discourse
 - Keep goals in mind when writing your speech
 - Have a small, more specific goal as well
 - Conscious-raising speech - designed to create audience awareness of a problem or issue
 - Stimulates the public's mind
 - Informs, motivates, and persuades
 - Does not seek to create a certain mindset; simply a display of facts and arguments
 - Speeches to convince - seeks to challenge the audience more directly by influencing values or beliefs
 - Requests action on an issue
 - Speaker's strategy is complicated by the need to provide real, tangible ways for an audience to get involved in a call-and-response model
 - Often means a plan or process be introduced
 - Framing Persuasive Efforts
 - Framing - process by which people use language to represent and make sense of the world
 - Framing Deliberative Presentations
 - Must frame the problem and possible solutions
 - Frame advocacy and persuasion techniques that influence beliefs, values, and/or actions
 - Open, trustworthy approach rather than a desire for personal gain
 - Avoid dishonest methods
 - Identifying an Issue Worthy of Attention
 - In your presentation, aim for nonpartisan, neutral people
 - Make sure your topic is something controversial and something you can encourage people to feel for
 - Presentation must be brief, so make sure your subject is specific and narrow
 - Offer high-quality, tangible evidence of the community concern

- Make this issue real to your audience
- Avoid the pitfall of making the issue seem too big or too difficult to solve
- Strategies
 - Offer high-quality, tangible evidence of the problem
 - Use all forms of rhetorical appeal
 - Make the issue real through vivid detail and accounts
- Don't make the issue seem too complicated
- Offer a Superior Response
 - Explain how the desired belief, value, or action would address the problem. How will it solve, improve, or help?
 - Support the explanation of how the desired outcome will improve the problem with evidence from examples
 - Consider using a counter-argument
 - Addressing the opposition explicitly will bolster your claim, logos, and ethos
 - Shows that you won't shy away from opposition
- Empower your Audience—Provide a Means to Act
 - Turn them into advocates for your cause
 - Provide clear changes they can make to their behavior to solve the issue
 - If you want to change the audience's beliefs or values, you may want to ask them to participate in an event to solve the problem
 - Offer something close-at-hand to do
 - Attend a lecture or watch a documentary
 - Two Types of Action
 - Already existing opportunities
 - Encourage people to seek these
 - Become aware of them
 - Opportunities to Invent
 - Have people help you organize an event
 - Donate to a research center
 - Try and find ways to get involved that are close to home
 - Talk to local organizations or groups
 - Watch for upcoming events
 - Once you've chosen an action, give the audience specific ways to help
 - Make it easy
 - Reduce the burden
 - Provide addresses, numbers, websites, etc.

In-Class Notes

- The questions you ask build who you are
- Honest questions bring solid convictions
- Won't get far in life if you don't know what your life mission is; found out by asking questions
 - Questions
 - What is your passion?
 - What have you achieved?
 - What have you done uncommonly well?
 - How are you wired?
 - Where do you belong?

Name: _____

- How you see your future is how you live the present
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