



Original Oratory Strategies for Persuasion

Persuasion is the process by which a communicator influences the values, beliefs, attitudes, or behaviors of another.

You cannot know HOW to persuade your listeners until you know WHAT you want change

Types of Persuasive Speeches

1. **Speech to Convince:** designed to influence listeners' beliefs or attitudes.
(Example: To convince the audience that there is constitutional right to privacy)
2. **Speech to Actuate:** designed to influence listeners' behaviors. calls for the audience to act.
(Example: To move the audience to spay or neuter pet cats and dogs.)
3. **Speech to Inspire:** a persuasive speech designed to influence listeners' feelings. (Example: To inspire the audience to appreciate those who made their education possible.)

Principles of Persuasion

1. Persuasion is more likely if goals are limited rather than global.
2. Persuasion is more likely if achieved incrementally.
3. Persuasion is more likely if the audience lacks information on the topic.
4. Persuasion is related to how important the audience considers the topic.
5. Persuasion is more likely if the audience is self-motivated in the direction of the message.
6. Persuasion is more likely if the speaker's message is consistent with listeners' values, beliefs, attitudes, and behaviors.
7. Persuasion is more likely if arguments are placed appropriately.
8. Persuasion is more likely if the source is credible.
9. Persuasion is more likely if the speaker establishes common ground with the audience.

Strategies

Ethos = speaker credibility (the degree to which the listeners believe the speaker)

Pathos = emotional appeal

Logos = logical appeal

ETHOS APPEALS

1. Knowing your subject.
2. Documenting your ideas.
3. Citing your sources.
4. Acknowledging personal involvement.

PATHOS APPEALS

1. Tap audience values.
2. Use vivid examples.
3. Use emotive language.
4. Use effective delivery.

GOOD FORM FOR ANY SPEECH

- Tell your audience what you will be talking about (thesis)
- Transition - remind them of where you've taken them and where you're going
- Conclude by reminding the audience what you've said and how you arrived there

Even though you may be familiar with your topic and the organizational structure of your speech, be assured that your audience does not. It's your job to provide a clear, concise track for them to follow. This could even be done as a brief statement, title or "catch phrase" that alerts them to a specific sub-point of your discussion.

Three golden ingredients to consider: Clarity, Content, Critical Thinking.

Monroe Motivated Sequence

ATTENTION - *Grab audience's interest*

1. Make audience aware of problem/question
2. What is startling about the nature of the topic?
3. How does it tie in with the everyday lives of audience members?
4. How many/what segment of people are affected by the topic?
5. Is the topic new, continuing or old?

NEED - *Establish the problem in detail*

1. Cite reasons for change
2. Illustrate the biggest problems existing before change
3. Establish a rationale for why change is needed

SATISFACTION - *Establish the solution*

1. Describe the change that must take place
2. Describe how the present system fits into that change
3. How viable is the change

VISUALIZATION - *Cause-effect relationship between change and results*

1. Show what will happen as a result of the change
2. Show what will happen if a change is not made

ACTION - *What the speaker is advocating the audience to do*

1. What can individuals do to foster this change?
2. What should larger governing bodies do to foster this change?
3. What time frame should be followed for this change
4. How urgent is this change?

