PERSUASIVE SPEAKING

Chapter in Review

LO1 Why is it important to consider the initial audience attitude when constructing your persuasive speech goal?
Persuasive speeches are designed to influence the attitudes, beliefs, values, or behaviors of audience members. This chapter focuses on creating effective and ethical persuasive speeches. The first step in preparing an effective and ethical persuasive speech is to analyze your target audience to determine where they stand with regard to your topic so you can decide whether a speech to convince or a speech to actuate is most appropriate.

LO2 How do you phrase a persuasive speech goal as a proposition?
You can construct a persuasive speech goal phrased as a proposition that is based on the audience's initial attitude toward your topic. An audience may be opposed to the proposition, have no opinion (because they are uninformed, impartial, or apathetic), or be in favor. Generally, if the target audience is opposed to your proposition, seek incremental change. If they have no opinion, seek agreement. If they are in favor, seek action.

LO3 What are some dispositional persuasive speech frameworks?

LO4 What are some actuation persuasive speech frameworks?
After formulating a proposition, you will choose an organizational framework. If you seek agreement through a speech to convince, you will likely select from among four frameworks: comparative advantages, criteria satisfaction, refutative, or statement of reasons. If you seek action, you will likely select from among three common frameworks—problem-solution, problem-cause-solution, or motivated sequence—to organize your arguments. One important element in an effective actuation persuasive speech is a call to action that clearly describes actions you want audience members to take.

LO5 What ethical communication guidelines should you follow as a persuasive speaker?
Persuasive speakers must evaluate their speech plan based on the ethical guidelines you have learned as well as some additional ones that are specific to persuasive speeches. These include advocating the honest belief of the speaker, providing choice for the audience, using supporting information that is representative, using emotional appeal to engage audiences, and honestly presenting speaker credibility. Persuasive speaking is challenging but can also be extremely rewarding for those who do so effectively and ethically.

Chapter Quiz

True/False
1. The primary goal of a persuasive speech is to seek agreement or encourage action.
2. An audience is neutral only because it does not understand why a speaker prefers a certain position on an issue.
3. A speaker who is describing why young children should not watch more than thirty minutes of TV per day is using a proposition of value.
4. One of the ways that people express their attitude is to give their opinions.
5. The proposition of a persuasive speech should be framed as an exclamatory sentence.

Multiple Choice
6. “The goal of my speech is to convince you that the government should censor websites” is an example of:
   a. proposition of policy
   b. proposition of intent
   c. proposition of fact
   d. proposition of value

attitude
a general or enduring positive or negative feeling about some person, object, or issue

target audience
the group of people you most want to persuade

incremental change
attempts to move your audience only a small degree in your direction

uninformed
the audience doesn’t know enough about a topic to have formed an opinion

impartial
the audience has some information about a topic but does not really understand why one position is preferred and so still has no opinion

apathetic
the audience is uninterested in, unconcerned about, or indifferent toward your topic

proposition
the specific goal of a persuasive speech stated as a declarative sentence that clearly indicates the position the speaker will advocate

proposition of fact
a statement designed to convince the audience that something did or did not exist or occur, is or is not true, or will or will not occur

proposition of value
a statement designed to convince the audience that something is good, bad, desirable, undesirable, fair, unfair, moral, immoral, sound, unsound, beneficial, harmful, important, or unimportant

proposition of policy
a statement designed to convince the audience that they should take a specific course of action

speech to convince
a speech designed to seek agreement about a belief, value, or attitude

speech to actuate
a speech designed to incite action

comparative advantages
an organization that shows that a proposed change has more value than the status quo

criteria satisfaction
an indirect organization that seeks audience agreement on criteria that should be considered when evaluating a particular proposition and then shows how the proposition satisfies those criteria

refutative
an organization that persuades by both challenging the opposing position and bolstering one’s own
statement of reasons
a straightforward organization in which you present your best-supported reasons in a meaningful order

problem-solution
a persuasive organizational pattern that reveals details about a problem and poses solutions to it

problem-cause-solution
a form of persuasive organization that examines a problem, its cause(s), and solutions designed to eliminate or alleviate the underlying cause(s)

motivated sequence
a form of persuasive organization that combines a problem-solution pattern with explicit appeals designed to motivate the audience

7. The term that refers to the group of people that a speaker most wants to persuade is:
   a. core audience
   b. key demographic
   c. target group
   d. target audience

8. If you wanted to convince an audience that an increase in taxes will lead to job loss, you should use:
   a. proposition of value
   b. proposition of fact
   c. proposition of policy
   d. proposition of legislation

9. Dorothy wants to give a speech in which she explores the rise in violent crime and makes a proposal for how to address it. She should use the framework.
   a. problem-solution
   b. statement of reasons
   c. problem-cause-solution
   d. motivated sequence

10. The first step of the motivated sequence organizational pattern is the:
    a. satisfaction step
    b. visualization step
    c. attention step
    d. action appeal step

Answers:
1. T; 2. F; 3. T; 4. T; 5. F; 6. a; 7. d; 8. b; 9. a; 10. c

Speech Snippets

Persuading an Audience in Favor of Your Proposition
Adam knew that most if not all of the people in his audience already agreed that bullying is bad, so he decided to focus on a speech that would get them to do their part to help stop cyber-bullying.

Organizing by the Comparative Advantages Framework
Because Molly knew some members of her audience probably engaged in the practice of “hooking up” and others probably didn’t care one way or the other, she decided to organize her persuasive speech to convince using a comparative advantages framework.

Organizing by Monroe’s Motivated Sequence
Daniel decided to arrange his speech to actuate about ending the practice of deep sea oil drilling using the motivated sequence. He did so because he wanted to spend a good deal of time visualizing a positive and negative future to help persuade his listeners to lobby legislators to create and vote for laws to stop the practice.

Do you have to give a speech for this chapter? Use the deck of perforated speech note cards to get ready!