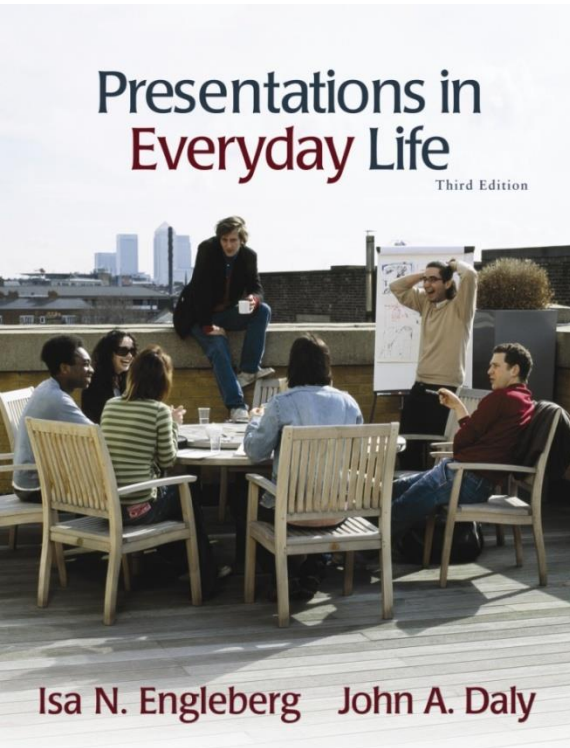


Chapter 16: Persuasive Presentations



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Chapter 16:

Persuasive Presentations



What Is Persuasion?
Classifying Audience Attitudes
Persuasion Theories
Persuasion and Marketing
Organizing a Persuasive Presentation

Persuasion

- **Goal:** To encourages audience members to change their opinions (what they think) or behavior (what they do)
 - Opinion: Nike makes the best athletic shoes.
 - Behavior: Buy Nike shoes.
- **Informative vs. Persuasive Speaking**
 - Informative speaking tells you something.
 - Persuasion asks you for something.

Persuasion

- a communication process in which the communicator seeks to elicit a desired response from his receiver;
- a conscious attempt by one individual to change the attitudes, beliefs, or behavior of another individual or group of individuals through the transmission of some message;
- a symbolic activity whose purpose is to effect the internalization or voluntary acceptance of new cognitive states or patterns of overt behavior through the exchange of messages;
- a successful intentional effort at influencing another's mental state through communication in a circumstance in which the persuadee has some measure of freedom;

Persuasion

- Persuasion is a symbolic process in which communicators try to convince other people to change their attitudes or behavior regarding an issue through the transmission of a message, in an atmosphere of free choice.



Persuasion

There are five components of the definition.

1. Persuasion is a symbolic process. It takes time, consists of a number of steps, and actively involves the recipient of the message.
2. Persuasion involves an attempt to influence. Persuasion does not automatically or inevitably succeed.
3. People persuade themselves. One of the great myths of persuasion is that persuaders convince us to do things we really don't want to do.

Persuasion

There are five components of the definition.

4. Persuasion involves the transmission of a message.
The message may be verbal or nonverbal.
5. Persuasion requires free choice. If, as noted earlier, self-persuasion is the key to successful influence, then an individual must be free to alter his own behavior or to do what he wishes in a communication setting.

Opinions and Behavior

Opinion

- Spanking is a form of child abuse.
- Candidate X is the best person running for governor.
- Patients have a right to doctor-assisted suicide.

Behavior

- Don't spank children.

- _____

- _____

Classify Audience Attitudes

- They agree with you.
- They disagree with you.
- They are undecided
 - because they are uninformed.
 - because they are unconcerned.
 - because they are adamantly neutral (they are informed and concerned but cannot decide whether to agree or disagree).

The Audience Agrees

If the audience agrees with you . . .

- Present new information.
- Strengthen their resistance to counter-persuasion.
- Excite their emotions.
- Provide a personal model.
- Advocate a course of action.

“Preach to the Choir”

If you and your audience agree that we need stricter gun control legislation, what persuasive strategies would you use in your presentation?

Persuasive Strategies

1. Share recent research on gun crime tragedies.
2. _____
3. _____
4. _____
5. _____

The Audience Disagrees

If the audience disagrees with you . . .

- Set reasonable goals.
- Find common ground.
- Accept differences of opinion.
- Use fair and respected evidence.
- Build your personal credibility.

Find Common Ground

- The National Rifle Association and gun control groups would probably agree that children should be prohibited from owning guns.
- Universal health insurance advocates and the American Medical Association would probably agree that _____.
- Pro-capital punishment and anti-capital punishment groups would probably agree that _____.

The Undecided Audience

- **Persuade the uninformed by**
 - providing new information.
- **Persuade the unconcerned by**
 - gaining their attention and interest.
 - giving them a reason to care.
 - presenting relevant information.
- **Persuade the adamantly neutral by**
 - acknowledging both side of the argument.
 - providing new information.
 - Reinforcing old arguments.

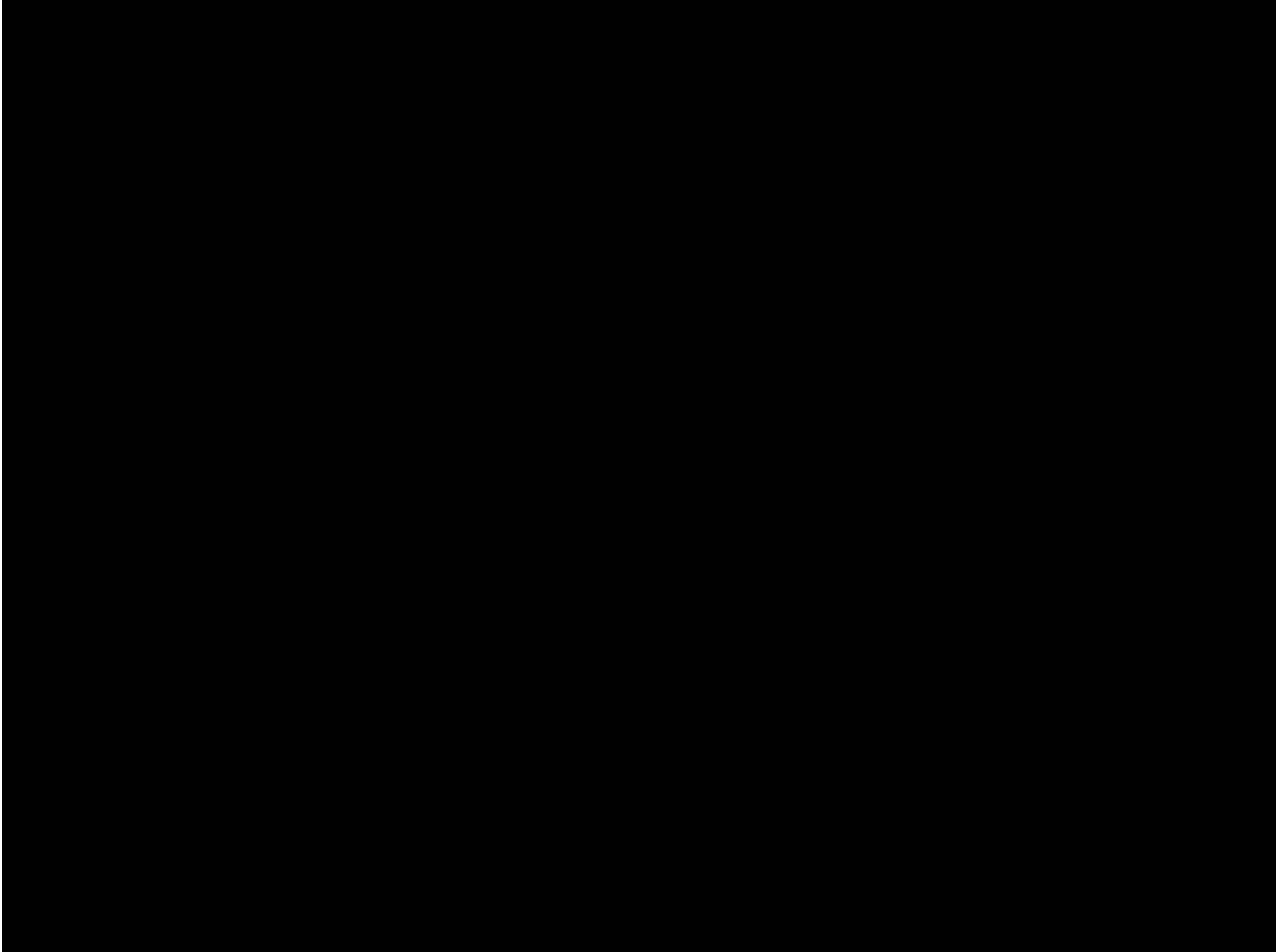
I Just Can't Decide

Audience members may worry about the negative side effects of television violence on children, but they also oppose government censorship of program content.

Persuasive Strategies

1. Acknowledge that it's a difficult issue
2. _____

3. _____



Four Theories of Persuasion

- **Aristotle's Persuasive Proof** (Aristotle; Osborn)
- **The Elaboration Likelihood Model of Persuasion** (Petty & Cacioppo)
- **Social Judgment Theory** (Sherif & Sherif)
- **Psychological Reactance Theory** (Brehm)

Types of Proof

- ***Logos***: Logical Proof
Asks if arguments are reasonable
- ***Pathos***: Emotional Proof
Touches people's feelings and emotions
- ***Ethos***: Personal Proof/Speaker Credibility
Relies on audience's impression of the speaker's competence, character, and caring
- ***Mythos***: Narrative Proof
Relies on stories, sayings, and shared symbols that address a society's values, faith and feelings

Apply the Four Types of Proof

How would you use logos, pathos, ethos, *and* mythos in a persuasive presentation advocating legal status for long-term illegal immigrants working the United States?

Logos: _____

Pathos: _____

Ethos: _____

Mythos: _____

Elaboration Likelihood Model of Persuasion (ELM)

If audience members are motivated and able to think critically and listen:

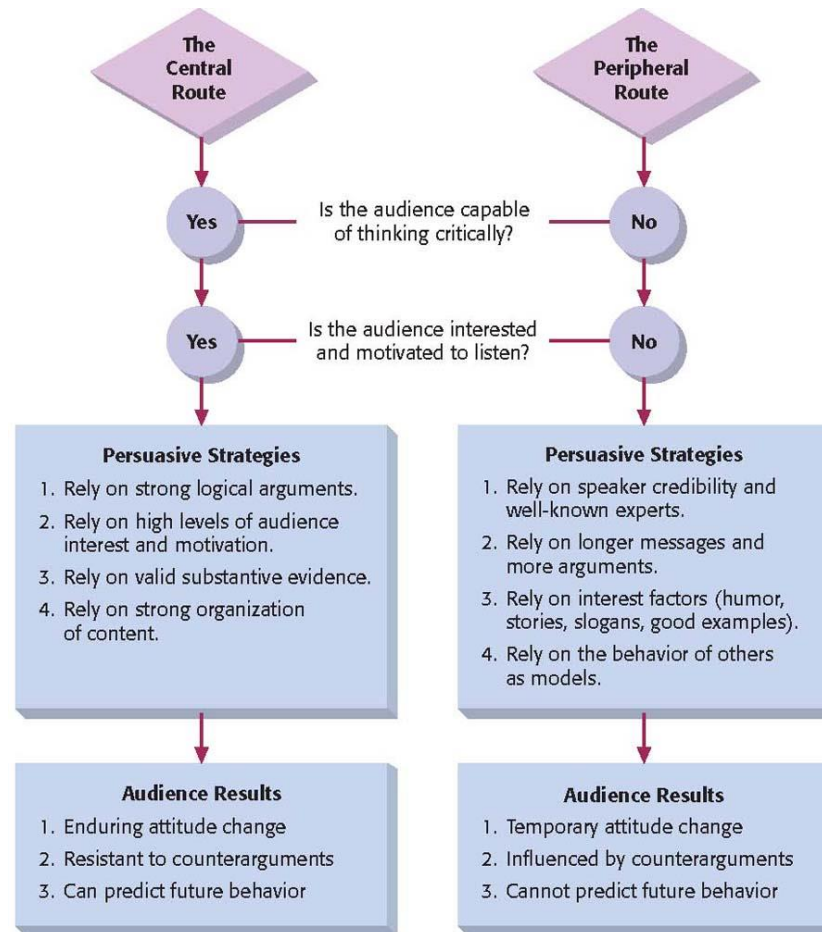
- Take a central route to persuasion.
- Use well organized and strong logical arguments backed by valid evidence.

Elaboration Likelihood Model of Persuasion (ELM)

If audiences are *not* motivated and able to think critically and listen:

- Take a peripheral route to persuasion.
- Rely on speaker credibility, expert opinion, more arguments, interest factors, and role models.

Elaboration Likelihood Model



Applying ELM

How would you use a central and peripheral route to persuasion on the following topic:

Earn a bachelor's degree before embarking on the search of a good and well-paying job.

Central Route

Peripheral Route

What Are Heuristics?

Heuristics: Cognitive shortcuts we use that are correct often enough to be useful.

Examples:

- Something that is scarce is also valuable.

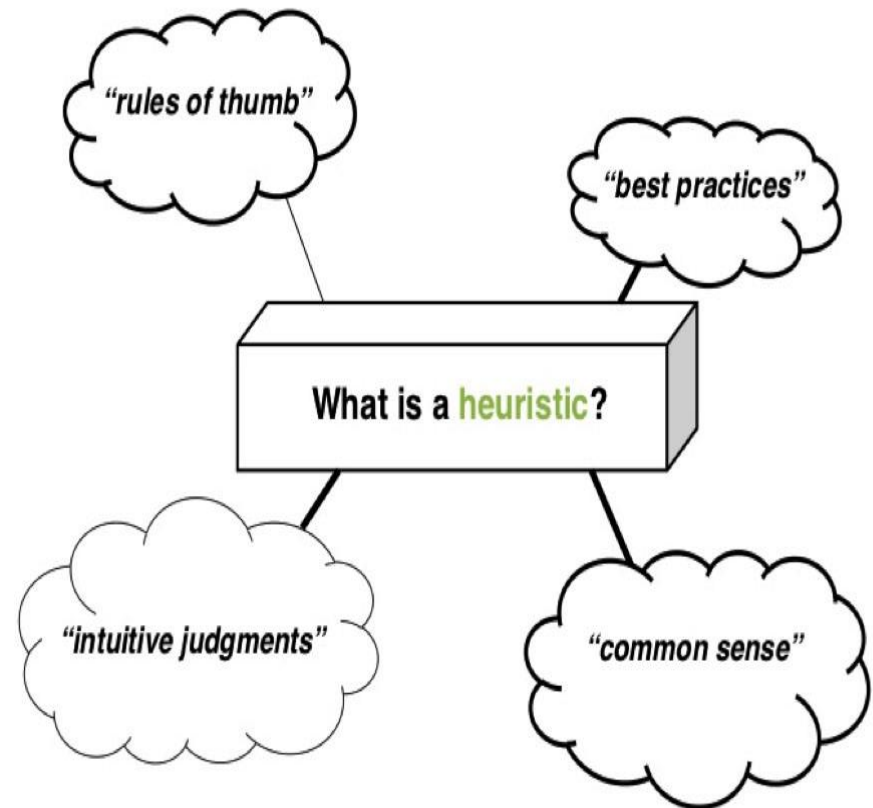
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- _____

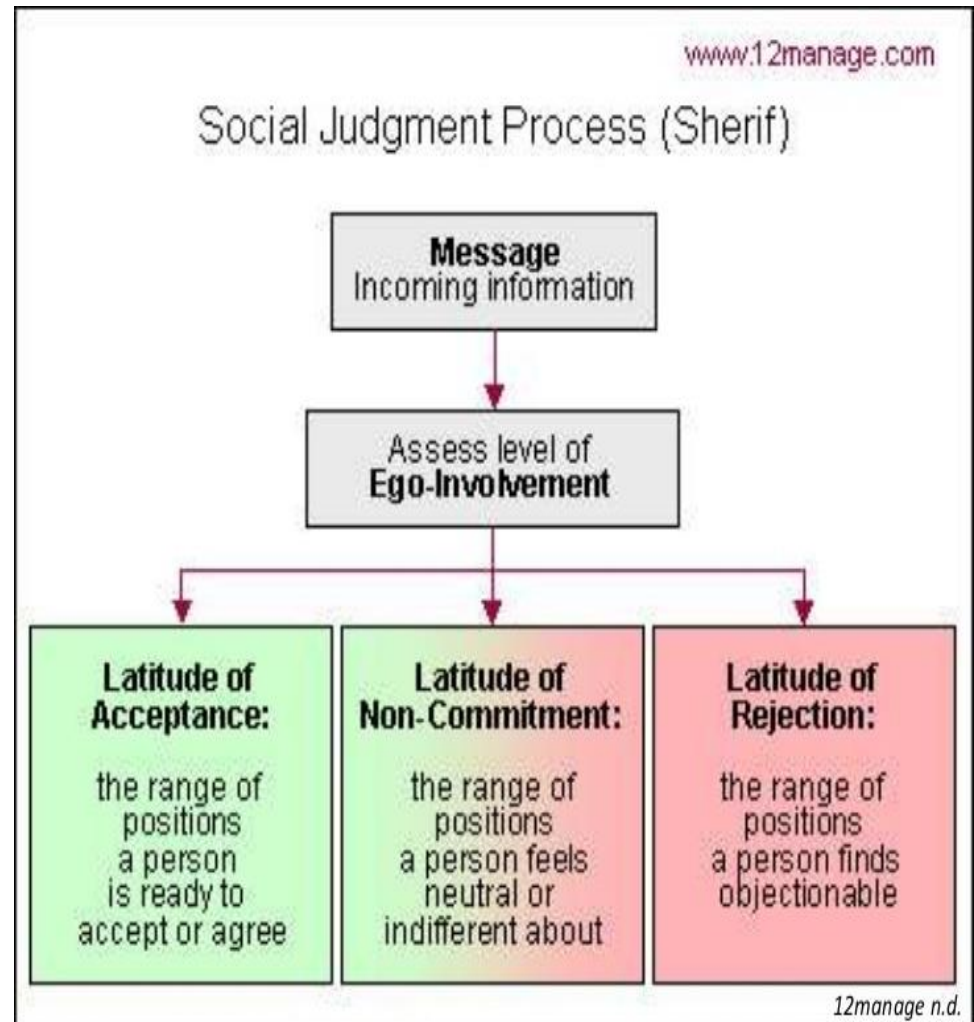


Social Judgment Theory

- People's reactions to persuasive messages are best reflected by ranges:
 - **Latitudes of acceptance**
 - which is the range of ideas that a person sees as reasonable or worthy of consideration
 - **Latitudes of rejection**
 - the range of ideas that a person sees as unreasonable or objectionable
 - **Latitudes of non-commitment**
 - the range of ideas that a person sees as neither acceptable nor questionable

Social Judgment Theory

- Advocate a position close to your listeners' latitude of acceptance.
- Don't push too hard for a position that's too far from your listeners' current attitudes.



Psychological Reactance Theory

Audiences resist commands and orders.

Ways to avoid a reactance response:

- Avoid commands. Examples: _____
- Avoid extreme statements. Examples: _____
- Avoid finger pointing. Examples: _____
- Advocate a middle ground. Examples: _____
- Respect audience perspectives. Examples: _____

Applying Marketing Concepts

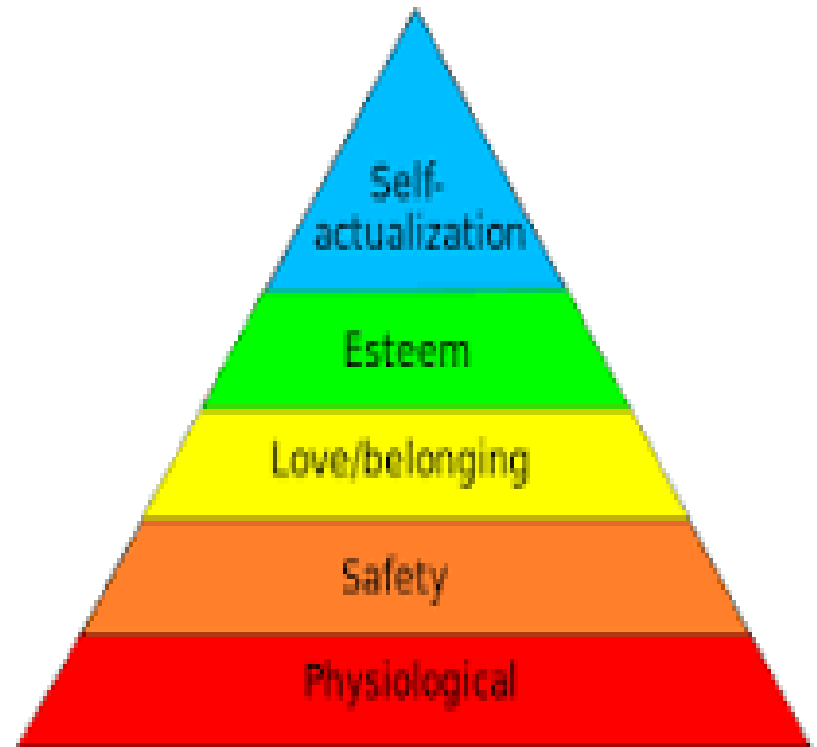
- Create memorable slogans
- Generate strong images
- Focus on benefits
- Address audience needs
- Enlist celebrities

Create a Memorable Slogan

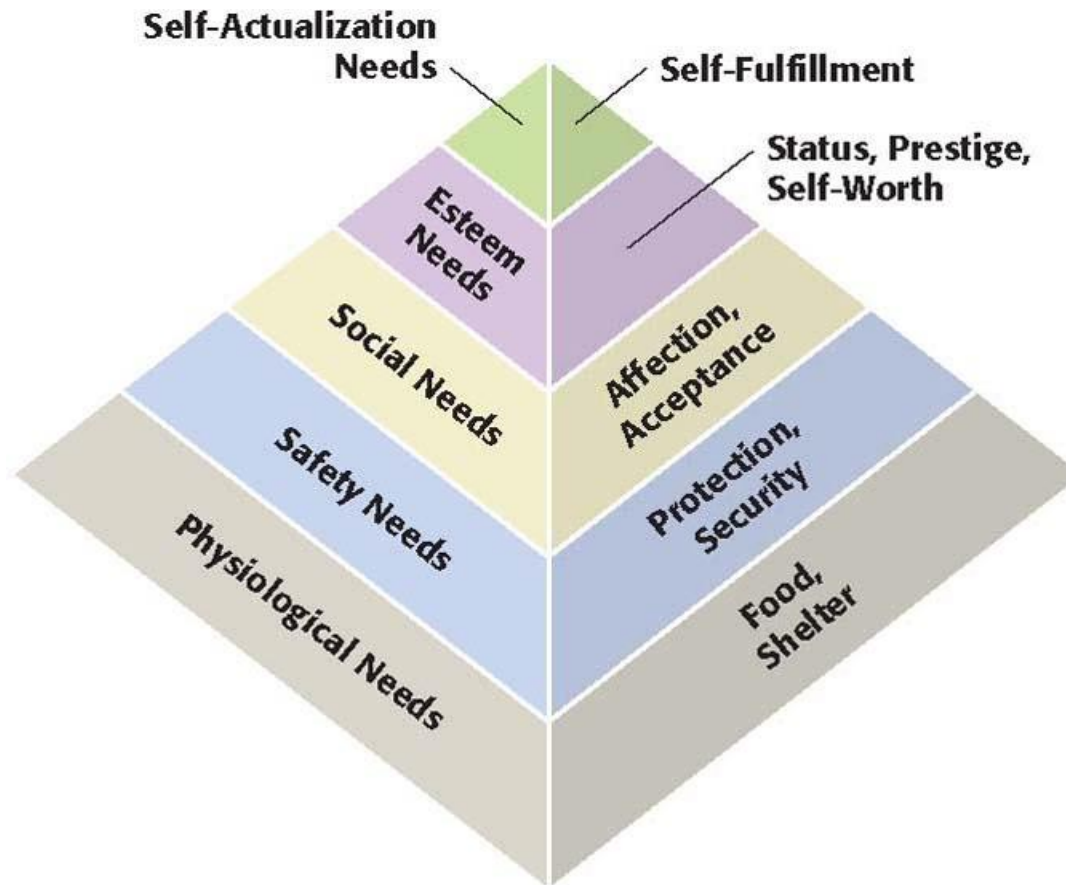
- **Slogan** = *slugh gairm* = battle cry
- Examples:
 - Be all you can be. (U.S. Army)
 - Breakfast of champions (Wheaties)
 - _____
 - _____
 - _____
 - _____

Address Audience Needs

- **Maslow's Hierarchy of Needs:**
- Physiological, safety, social, esteem, and self-actualization needs



Maslow's Hierarchy of Needs



- **Schutz's Fundamental Interpersonal Relationship Orientation (FIRO) Theory**
- based on the belief that when people get together in a group, there are three main interpersonal needs they are looking to obtain – affection/openness, control and inclusion.

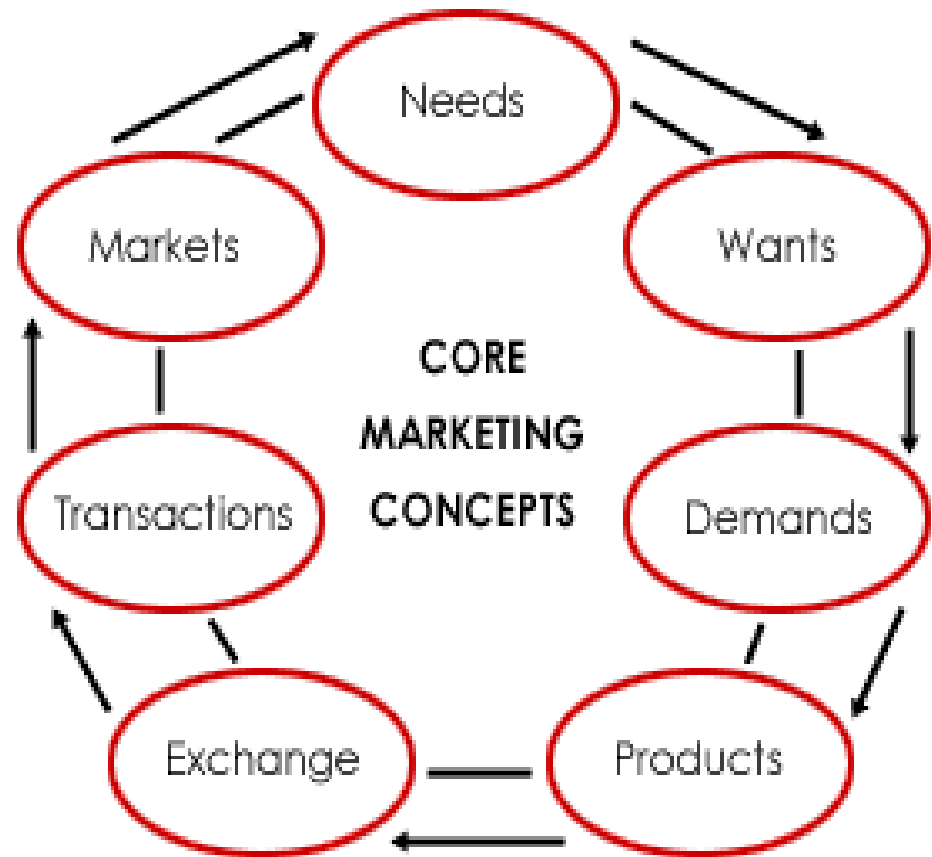
Need for Inclusion
Strategy:

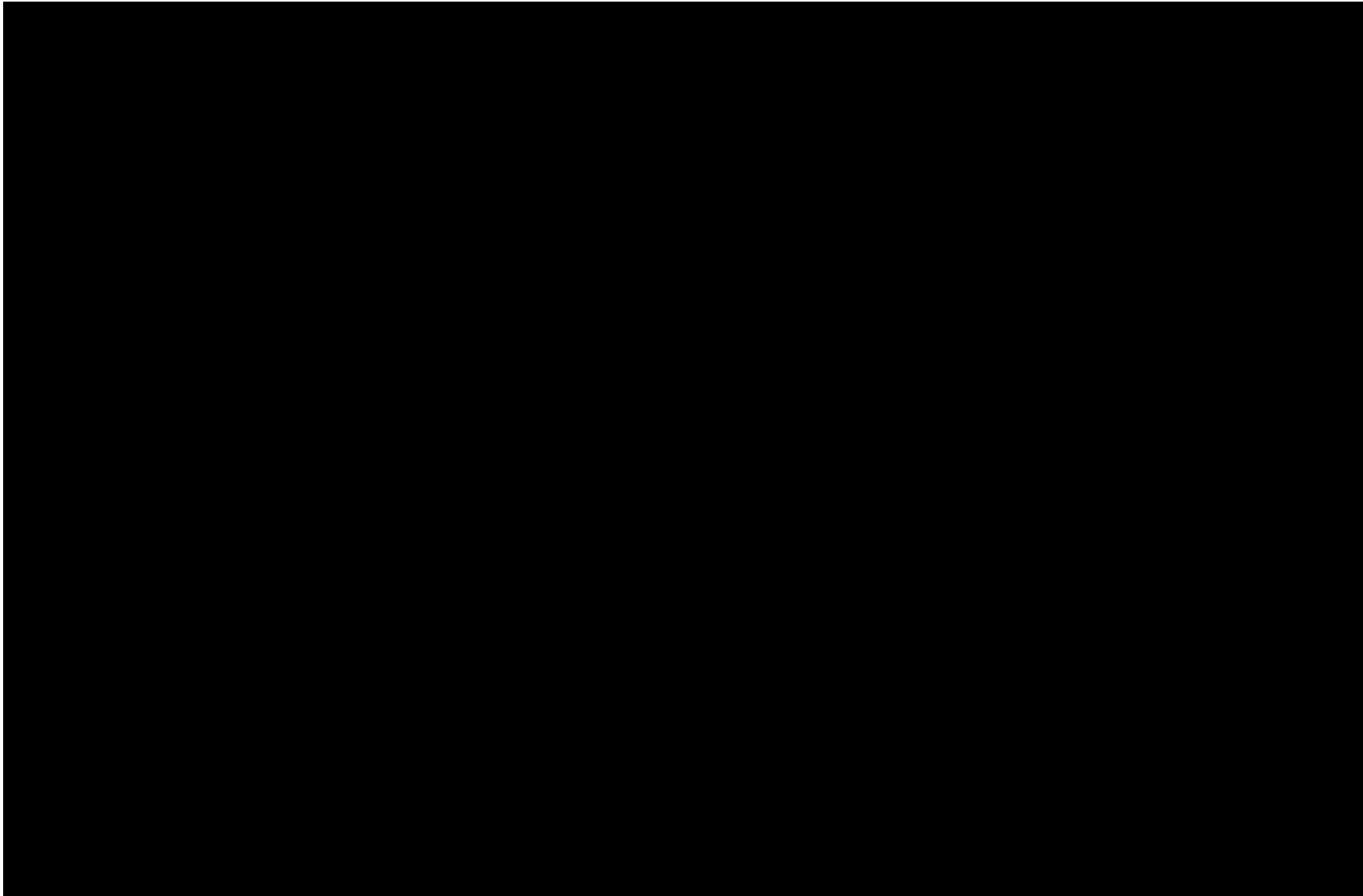
Need for Control
Strategy:

Need for Openness
Strategy:

Use Marketing Concepts

- Memorable Slogan
- Strong Image
- Benefits
- Audience Needs
- Enlist Celebrities





WHAT'S IN A LOGO



5 Key Ingredients

- Simple
- Unique
- Adaptable
- Appropriate
- Timeless

- “it has to do with simplicity. “You want to move the viewer in a perception so that when they first look at [the logo]...they get the idea, because that act between seeing and understanding is critical,”



- Your logo should stand out and be recognized among the slew of others in the same market space. Matt Mickiewicz, co-founder of [Sitepoint.com](https://www.sitepoint.com), suggests staying away from overly used icons, like globes and arrows.

- And according to graphic designer David Airey, you should keep in mind that a logo doesn't need to say what a company does.

- "The Mercedes logo isn't a car.
- The Virgin Atlantic logo isn't an airplane.
- The Apple logo isn't a computer

- So don't feel like your coffee shop's logo needs to show coffee beans.



- Strong logos translate well across different mediums.
- Will your logo evoke the same meaning on a business card as it will on a billboard?
- "Keeping the design simple allows for flexibility in size," writes Airey. "Ideally, your design should work at a minimum of around one inch without loss of detail."
- Mickiewicz adds that when a logo does not reproduce well on a small scale it causes problems for a brand's clarity and value.
- Also keep in mind that it should reproduce well in black and white; the fax machine isn't going away any time soon.



 **TARGET**

**TAKE CHARGE
OF EDUCATION[®]**

Reward your school.SM



The REDcardSM

- A logo needs to accurately reflect a company's culture and values: the company's essence.
 - "Designing for a lawyer? Ditch the fun approach."
 - Designing for a kid's TV show? Nothing too serious,
- Color is a major attribute in determining the appropriateness of a logo design.
- It's important to think about how the colors in your logo reflect your brand values and the services or products you sell,



- Eddie Opara, a New York-based partner with the international design firm Pentagram, says that it's the neutrality of a design that makes a logo timeless, citing the NBC Universal logo as an example.



1956



1979

- **"You look at the clean lines, the symmetry, the modernist structure, the neutrality behind it...and it really exposes the timeless quality," he says. Even though it's been changed over the years, the timeless elements remain.**



1986



2011

- [The Gallup Polling Company](#)
- [The Pew Research Center](#)
- [Public Agenda](#)
- [Research International](#)
- [The Roper Center for Public Opinion Research](#)
- [TNS Intersearch](#)

Persuasive Evidence

- The Center for Disease Control estimates that as many as 85% of those who have Chronic Fatigue Syndrome have not been diagnosed.
- You can sell almost anything on eBay except body parts, vital fluids, animals, firearms, and fireworks.
- Novel?
- Believable?
- Dramatic?

Fallacies of Argument

- Faulty cause (*Post hoc*)
- Attacking the person (*Ad hominem*)
- Hasty generalization
- Selected instances
- Bandwagon
- Begging the question
- Victory by definition

Faulty Cause Fallacy

- *Post hoc, ergo, propter hoc* (after this; therefore, because of this)
- Claims that something is caused by something else that comes before it
 - Example: I caught a cold after kissing Chris.*
 - Example: _____*
 - Example: _____*
- Ask: Does or could something else explain why the second thing happened?

Attacking the Person

- *Ad hominem* attack; criticizes a person rather than the substance of the argument or issue
- Unethical or unjustified name calling
Example: How can you trust someone who regularly attends Alcoholic Anonymous meetings?
Example: _____
Example: _____
- Ask: Is the person's character is linked or relevant to the argument or issue.

Hasty Generalization

- Jumping to a conclusion based on too little evidence or an atypical example
- Ignoring exceptions to your conclusion
 - Example:* Don't hire an architect; mine was terrible.
 - Example:* Grandma smoked until she died at 92.
 - Example:* _____
 - Example:* _____
- Ask: Is the conclusion based on enough examples? Are there many exceptions to this conclusion?

Selected Instances

- Occurs when a speaker purposely chooses an atypical examples to prove an argument

Example: He voted to increase tuition (even though he voted against it every other time).

Example: _____

Example: _____

- Ask: What motive may have led the speaker to choosing these specific instances? Do the examples conform to well-known facts and/or valid statistical data?

Bandwagon

- An appeal to popularity and popular taste, e.g., “Everyone’s doing it.”
- Claims it is right because it is popular
Example: “Everyone has some kind of body piercing but me!”
Example: _____
Example: _____
- Ask: Are there disadvantages to following the crowd or doing what is popular?

Begging the Question

- Assumes that an unproven fact in an argument is true
- Deceptive tactic to try to get someone to accept a false premise

Example: When did you first smoke marijuana?

Example: How did you cheat on your taxes?

Example: _____

- Ask: Is there a way to answer the question without sounding foolish or getting in trouble?

Victory by Definition

- Makes the definition of a word self-serving
- Defining a work in a particular way that suits your persuasive purpose

Example: “I did not have sex with that woman, Miss Lewinsky.”

Example: _____

Example: _____

- Ask: Is this an accepted or self-serving definition of the word?

General Tests for Fallacies

- Are you feeling manipulated or confused?
- Is the statement sensible and reasonable?
- Is the statement consistent with what you already know or believe?
- Will the speaker benefit in significant ways if you are persuaded?
- Are you hearing only one side of the story?
- Is the evidence valid?
- Are the emotional appeals justified?

Persuasive Organizational Patterns

- Problem/Cause/Solution
- Better Plan
- Overcoming Objections
- Monroe's Motivated Sequence
- Persuasive Stories

Problem/Cause/Solution

Topic: Health Care

Problem: Serious diseases go undiagnosed and untreated.

Cause(s): The high cost of medical insurance and care is a major cause.

Solution: Create a national health care system for all.

Topic: _____

• **Problem:**

• **Cause(s):**

• **Solution:**

Better Plan

Topic: Deer Hunting

Plan: Extend the deer hunting season and Allow the hunting of female deer.

Plan Advantages: (1)

Reduces deer deaths from starvation and disease, (2)

Reduces crop and forest

damage, (3) Reduces Lyme disease

Topic: _____

- **Plan:**

- **Plan Advantages:**

Overcoming Objections

Topic: Donating Blood

You should but don't:

People know they should give blood but don't.

Why you don't: It hurts and could transmit disease.

Overcome why not: It's relatively painless and you can't get a disease by giving blood.

Topic: _____

You should but don't . . .

Why you don't . . .

Overcoming why not . . .

Monroe's Motivated Sequence

Topic: Chronic Fatigue Syndrome

- **Attention Step:** Dramatic story about patient with Chronic Fatigue Syndrome
- **Need Step:** Many undiagnosed and untreated suffer from Significant harms
- **Satisfaction Step:** Diagnosis and treatment
- **Visualization Step:** Healthier, happier life
- **Action Step:** Check for symptoms and get help

Monroe's Motivated Sequence

Your Topic: _____

- Attention Step
- Need Step
- Satisfaction Step
- Visualization Step
- Action Step

Persuasive Stories

Topic: Attending Community Colleges

- Stories that demonstrate a need to change opinions and/or behavior
 - Rachel cannot afford the cost of college tuition.
 - Win Shu needs more training to get a promotion.
- Unless we change, there will be more stories like these.
 - Attending a local community college offers quality education for those in need.

Persuasive Stories

Your Topic: _____

- Stories that demonstrate a need to change opinions and/or behavior
 - Story:
 - Story:
 - Story:
- Unless we change, there will be more stories like these.