Persuasive Speech Notes

**Persuasion**

* The communication process of changing a listener’s beliefs or moving a listener to action

**Maslow’s Pyramid of Needs**

* A list of human needs ranging from the most basic to the least basic
* Humans must meet their most basic needs before they are interested in satisfying higher-level needs
* From basic to least basic they are: Physical, Safety, Belonging, Self-Esteem, and Self-Actualization

*Physical*

* Food, clothing, and housing
* Examples: Political candidates working for communication shelters or soup kitchens

*Safety*

* Security and a belief that one’s friends and family will be safe from physical harm
* Examples: Insurance companies appealing to fears of theft

*Belonging*

* Human needs for affection and a feeling of belonging such as having friends or being part of a group
* Example: Advertisers claiming that if you want to be a part of a certain group you should dress or act like people in the group
* Another Example: peer pressure

*Self-Esteem*

* The human desire to feel good about yourself
* Achieved through accomplishments
* Examples: asking for volunteers so you’re giving back to the community
* Another example: competing in a contest or race

*Self-Actualization*

* Need to be creative and true to yourself; the need to be the best person you can be
* Examples: convincing others to practice and become better at poetry, art, or sports
* Another example: religious beliefs or living by certain values

**Types of Reasoning**

* Reasoning is showing listening the logical connection between ideas based on evidence

*Inductive*

* Using specific pieces of information to reach a general conclusion
* Examples:
  + 14 students from Park Hill South won state writing awards. Our schools train good writers.
  + In our school, Mr. Elder, Mr. Packard, and Miss Wynn were all sick last week. Illness is running through the school.
  + I met five unfriendly people at Congress. Congress is an unfriendly school.
* Questions you should ask:
  + Are there enough examples?
  + Are the examples typical?
  + Are there important exceptions or special cases?

*Deductive*

* Using a general idea to reach a conclusion about specific instances. Speaker states a conclusion which is then applied to individual cases.
* Examples:
  + People in Algebra are smart. Alice is in Algebra. Alice must be really smart.
  + Magazines only talk about what is popular in society. Magazines always talk about Brittany Spears. Brittany Spears must be really popular.
  + Everyone wears shoes in school. Raul is in school. Raul must wear shoes.
* Questions to ask:
  + Is the general statement true?
  + Is the specific example true?
  + Does the specific example apply to the general statement?

*Cause-Effect*

* Suggests that one event produces a second event, or that what happens can be tied to one specific cause
* Examples:
  + The federal government has cut school funding, therefore schools in the area are going broke
  + The 55 mile per hour speed limit saved many people from dying in traffic accidents
  + Jacob studied for four hours. Jacob will get a good grade in Math.
* Questions to ask:
  + Is the cause connected to the effect?
  + Is the cause capable of producing the effect by itself?
  + Could some other cause produce the same effect?

**Faulty Reasoning**

* Incorrect or false evidence

*Emotional Appeal*

* Arouses feelings of the audience members whether they’re good (happiness, desire for good health) or bad (fear or greed)
* Feelings over logic
* Examples:
  + Are you embarrassed when you lose or forget your school assignments? Buy this folder!
  + If you care about your child’s safety, you’ll make them wear a bike helmet

*Glittering Generalities*

* Vague general statements that are not supported with specific information
* Want audience to accept an idea without examining any supporting materials
* Examples:
  + Men are poor drivers
  + Senator So-and-so is a wonderful father. Elect him for president.

*Card Stacking*

* Piling up information in favor of an idea with very little backing
* Wants audience to favor an idea without explaining why they should
* Examples:
  + Join Lynx Basketball. You’ll make new friends, learn new skills, get to know Lakeview and it’s a great way to spend your afternoons.

*Bandwagon Appeal*

* Suggests that everyone is doing something so you should jump on board, too.
* Examples:
  + Everyone has one
  + Runners in the know use Nike tennis shoes
  + You don’t want to be left out

*Unrelated Testimonials*

* An opinion expressed by a well-known person which tries to link things that are not connected
* Examples:
  + Eating Wheaties and being like Michael Phelps
  + Wearing Nike and dunking like Michael Jordan
  + Wearing a clothing brand and looking like Paris Hilton
* NOT examples:
  + A celebrity warning about eye exams because they have a child with bad vision
  + An athlete convincing listeners to avoid high fat foods

*Name Calling*

* Attacks a person rather than the person’s ideas
* Examples:
  + Many people support a 75 mph speed limit, but they are dangerous fools
  + How can you listen to a guy who flunked math tell you how to use a computer?
  + I wouldn’t pay attention to anything a flip-flopper would say.