

chapter **16**  
**Methods of Persuasion**

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### Methods of Persuasion

- Building credibility
- Using evidence
- Reasoning
- Appealing to emotions

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### Credibility



Perception of speaker's competence & character

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**Ethos**

**Aristotle's name for credibility**

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**Establishing Credibility**



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**Types of Credibility**

**Initial: Before speech**

**Derived: Produced during speech**

**Terminal: At end of speech**

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## Enhancing Credibility

- Explain competence
- Establish common ground
- Speak expressively & with conviction

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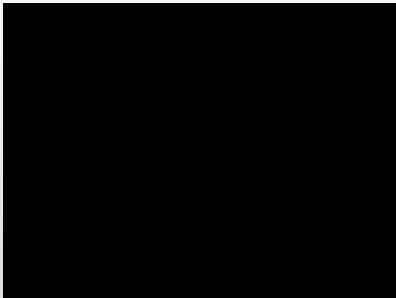
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## Establishing Common Ground



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## Logos

- Aristotle's name for logical appeals
- Evidence & reasoning

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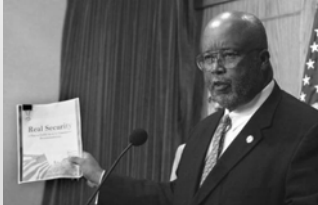
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## Evidence

**Supporting materials used to prove or disprove something**



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## Evidence

- Use specific evidence
- Use novel evidence
- Use credible evidence
- Make clear point of evidence

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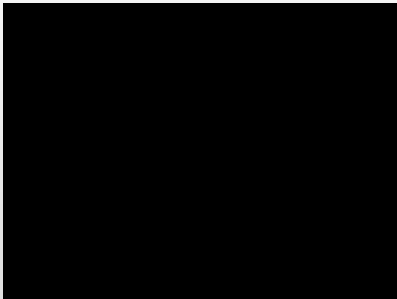
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## Using Evidence



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## Reasoning



**Drawing conclusion based on evidence**

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## Types of Reasoning

- Specific instances
- Principle
- Causal
- Analogical

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## Specific Instances

**Particular facts to general conclusion**

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## Specific Instances

“My P.E. course last term was easy. My roommate’s P.E. course was easy. My brother’s P.E. course was easy. Therefore, P.E. courses are easy.”

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## Specific Instances

- Avoid hasty generalizations
- Qualify argument when necessary
- Reinforce argument with statistics, testimony

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## Reasoning from Principle

General principle to specific conclusion



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## Reasoning from Principle

Major Premise: **All people are mortal.**

Minor Premise: **Socrates is a person.**

Conclusion: **Therefore, Socrates is mortal.**

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## Reasoning from Principle

- **Use major premise listeners will accept**
- **Provide evidence for minor premise**

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## Causal Reasoning

**Establishes relationship between causes & effects**

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**Causal Reasoning**

**“Because that patch of ice was there, I fell and broke my arm.”**

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**Causal Reasoning**

- Avoid fallacy of false cause
- Do not assume events have only one cause

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**Analogical Reasoning**

- Comparing two similar cases
- What is true for first case is also true for second
- Cases must be essentially alike

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## Analogical Reasoning

"If you're good at racquetball,  
you'll be great at Ping-Pong."

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## Fallacies

- Hasty generalization
- False cause
- Invalid analogy
- Red herring



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## Fallacies



- Ad hominem
- Either-or
- Bandwagon
- Slippery slope

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## Hasty Generalization

**Jumping to conclusion based on insufficient evidence**

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## False Cause

**Mistakenly assuming that because one event follows another, the first is the cause of the second**

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## False Cause

**"I'm sure the stock market will rise this year. It usually goes up after the American League wins the World Series."**

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## Invalid Analogy

Two cases being compared  
are not essentially alike

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## Invalid Analogy

“Of course Lisheng can prepare  
great Italian food; his Chinese  
cooking is fabulous.”

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## Red Herring

Introducing irrelevant issue  
to divert attention from  
actual subject

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## Red Herring

**“How dare my opponents  
accuse me of corruption  
when we are working to  
improve life for all people  
in the United States.”**

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## Ad Hominem

**Attacking the person rather  
than dealing with real issue  
in dispute**

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## Ad Hominem

**“The head of the commerce  
commission has several  
interesting proposals, but  
don’t forget that she comes  
from a wealthy family.”**

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## Either-Or

Forcing listeners to choose between two alternatives when more than two exist

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## Either-Or

"The government must either raise taxes or reduce services for the poor."

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## Bandwagon

Assuming that because something is popular, it is good or correct

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## **Bandwagon**

**“The governor must be right; after all, polls show that 60 percent of the people support him.”**

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## **Slippery Slope**

**Assuming that taking a first step will lead to later steps that cannot be prevented**

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## **Slippery Slope**

**“Passing laws to control violence in video games will result in complete government control of the media and total censorship of artistic expression.”**

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## Emotional Appeals

Appeals intended to make listeners feel sad, angry, happy, proud, etc.

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## Pathos

Aristotle's name for emotional appeal



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## Generating Emotional Appeal

- Use emotional language
- Develop vivid examples
- Speak with sincerity, conviction

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## Ethical Emotional Appeals

- Make appropriate to topic
- Don't substitute for evidence, reasoning

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## Sample Persuasive Speech



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