

Persuasive Speeches

We use persuasion in our personal and professional lives, and we also are subjected to others' attempts to persuade us. At home we may try to convince someone to see a particular movie, eat at a specific restaurant, or watch a television show. At work, we may negotiate salaries, try to motivate members of our team working on a project, or even get a boss to agree to let us leave work early. In today's world, no matter where we are or where we look there are advertisements trying to convince us to buy a product or believe a certain thing. Interstate highways are littered with billboards, hallways are filled with posters, and the average one-hour television show contains almost twenty minutes of advertising! Persuasion is all around us, and to be better at persuading others, as well as become more critical consumers of information, we must understand how it works.

In this chapter, we will cover the principles of the persuasive process and how to prepare and organize a persuasive speech. We will go over the persuasive process, paying particular attention to the role credibility plays in convincing an audience. Then we will cover the four different types of persuasive speeches you may be called upon to deliver. Third, we will explain the various ways those speeches can be organized. Finally, we will provide some tips for adjusting to different types of audiences during your speech.

The Persuasive Process

Persuasion is more complicated than it may appear on the surface. It takes time and occurs through a four-step process. Additionally, just because you attempt to persuade someone does not guarantee success or an immediate response. Many times the effects of persuasion occur long after the persuasive message has been delivered, when the audience member encounters a situation that makes him or her think more about your persuasive appeals or has the opportunity to act upon that information. In this section, we will unpack the persuasive process and discuss its four stages in more detail.

Stage #1: Issue Awareness

The first step in persuasion is **issue awareness**. Audiences often have some knowledge of an issue before you speak to them about it, but it'll vary how much they know and how strongly they hold positions on the issue. Sometimes audiences have no knowledge about a particular issue until it is presented to them by a speaker. This is common when it comes to certain environmental or health issues that face a community.

To be effective in making an audience aware of the issue about which you are speaking, you need to know how familiar they are with the topic. Can you reasonably assume they know about the issue? How much do they know? Are they likely to share your opinion or disagree with you? These are important questions to consider when preparing to persuade an audience to believe or do something. Regardless, focus the audience's attention on the issue and make them aware of your feelings about why it is important to them. Only when an audience is aware an issue exists can you move on to the next steps of the persuasive process.

Stage #2: Comprehension

Once an audience is aware of a concern or issue, you need to make sure they comprehend both its relevant components and how you feel they should handle it. Thus, the next step in the persuasive process is **comprehension**. Only when an audience comprehends the complexity of an issue and what the options are for responding to it can they make an informed decision about whether they will follow your advice or not.

Comprehension can be simple or complicated, depending on the familiarity the audience has with the topic. If they understand the issue, you need to spend time making sure they comprehend your position on it, but if they do not know much about the topic, then you must spend significant time ensuring they do. When helping an audience comprehend a topic, do not give in to the temptation of telling only your side of the issue, but rather give them as complete a picture as possible. This ethical approach creates good will with the audience and gives them the freedom to make an informed decision. However, just knowing an issue exists or comprehending its components does not create persuasion; for that we move on to stage three.

Stage #3: Acceptance

The third step in the persuasive process, **acceptance**, occurs when the audience accepts that the issue is relevant to them. This does not mean the audience members are going to agree with you or do what you desire, but they at least accept the accuracy of what you are saying and recognize how the issue pertains to their lives. This is important because if they do not accept the issue, then it would not be possible to persuade them. Just think, how likely is it an audience will agree with, let alone consider, an issue that does not affect them in any meaningful way? Not so much, thus making persuasion difficult at best, but most likely impossible.

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