

Strategies of persuasion

- Determine your purpose
 - o To get audience members to believe a certain way
 - Maybe not love/hate abortion but at least consider all sides.
 - o To get audience members to act
 - To go to a volleyball game, to give blood
 - o To change or reinforce beliefs
 - “If you smoke, then you don’t have to waste money...”
 - Re-inspire! Enrolling at FSU was a decision!
 - o To continue doing what they’re doing
 - o To avoid doing something
 - Don’t text and drive
 - Don’t wear shoes
 - o To continue NOT doing something

Ethos, Pathos, and Logos

- How Aristotle defines rhetoric: all the available means of persuasion
- As you research/write/practice/deliver this speech: USE ALL OF THESE!
- If you go to any audience and forget one of these, you’re going to leave one of the groups alienated!
- Logos (logic)
 - o Deductive reasoning-General to specific

- Ex: Work out more because this, this, and this.
 - I have an idea and then I find things to fit it.
- o Inductive reasoning-Specific to general
 - Ex: Based on this this and this, people need to work out more.
 - I find a lot of things and then it leads me to an idea.
- o Casual reasoning
 - It's hard to establish causation
- o Reasoning by analogy
- Pathos (emotion): Maslow's hierarchy of needs
- Ethos (ethics, credibility/believability):
 - o Dynamism
 - Energy! Some people walk into the room and they lift it up! You feel like you're a better person, or at least you want to be! Some people walk into the room and depress you... ☹
 - Mark Zeigler/Santa Clause vs. Dementors/Adolf Hitler
 - o Trustworthiness
 - Do you sign up for your speech and then ACTUALLY show up on speech day PREPARED!
 - o Expertise
 - Have you shown me that you've spent a lot of time doing community service or researching something? Commitment! Experience! EXPERTISE! ☺
 - o Ethics
 - One transgression can derail your life.
 - Do you park in a handicapped spot?
 - Do I flip someone off when they cut me off in traffic?

- Do I steal the paperclips from the office?

Verbal Communication

1. How Words Work

- Denotative meaning
- Connotative
- Semantic triangle: thought, symbol, referent
- Ladder of abstraction

2. People Determine Meanings

3. Language: online credibility

4. The Language Environment

- people
- their purpose
- rules of communication by which they achieve that purpose
- actual talk

5. Appropriate Language

- Euphemisms: individuals do this: 'Hamburgers' instead of 'ground up cow patty', Doublespeak- institutions do this: Operation Iraq Freedom= bombing the crap out of people.
- Racist language- the confederate flag means one thing to you but something else to an African American person
- Sexist language- Automatically think doctor is male and nurse is female
- Ableist language

6. Language Specialization

7. Language Style, Roles, Group Membership