

Know the five steps of Monroe's Motivated Sequence, in order.

- I. Attention (In the introduction)
- II. Need (In the body)
- III. Satisfaction (In the body)
- IV. Visualization (In the conclusion)
- V. Action (In the conclusion)

Know the difference between inductive and deductive reasoning.

Inductive- Moves from the specific to the general in an orderly, logical fashion

Deductive- Conclusions drawn from connections between statements that serve as a premise.

Know the four aims of persuasion.

- Adoption
getting audience to start doing something
- Continuance
getting audience to continue doing something
- Discontinuance
getting audience to stop doing something
- Deterrence
convincing audience NOT to start doing something

Know how many members a group must have to be considered a small group.