

PERSUASION SPEAKING

Techniques

MOTIVE and EMOTIONAL APPEALS

A *motive appeal* is an image or idea that appeals to a basic want or need of the listener.

An *emotional appeal* is a way to manipulate the emotions of the audience to make them support the speaker's argument.

Safety

security
stability
protection
structure
law
orderliness
predictability
freedom from
fear
uncertainty
doubt

Love-Belonging

deference/dependence
reverence
worship
tradition
conformity
affiliation
affection
loyalty
sympathy
generosity
sexual attraction
wishful thinking

Achievement / Self Esteem

recognition
success/display
achievement
perseverance
curiosity
acquisition/savings
pride
prestige
personal enjoyment
adventure/change
creativity

Power / Dominance

authority/
dominance
defense
fear
autonomy/
independence
power aggression
pity
ridicule
spite

An effective way to create emotional and motive appeals is to use words that have a lot of pathos associated with them. Pathos is an emotional appeal used in rhetoric that depicts certain emotional states.

Ex: Martin Luther King, Jr.'s "I Have A Dream" speech

PERSUASION SPEECH OUTLINE

Motivated Sequence

INTRODUCTION

Step 1 ATTENTION STEP

Get our attention with an attention getting device, such as a startling statistic, a fascinating fact, an interesting illustration, etc.

* remind audience of <THINGS> <EVENTS> <VALUES> <ENEMIES> they have in common related to your topic

(Be sure that you identify the enemy as something that the audience can affect. i.e., wearing seat belts- the enemy is their own apathy or lack of knowledge. This is the underlying enemy or reason why the audience isn't wearing their seat belts).** value as related to the motive appeals

BODY

Step 2 NEED STEP

Show the audience the need for action. Describe the problem, and support your claims with information, facts, examples, etc. Tell us WHY we should take action. Divide this section into sub points if necessary -- give us a number of REASONS why this problem needs to be solved, or why this action should be taken.

- * state need/problem
- * illustrate need/problem (make it visceral, sensory, local, age related).
- * ramification (show that the need/ problem is serious or significant).
- * pointing (connect the need/problem to the audience's experience).

(Through the use of motive appeals you need to create sufficient arousal to stimulate the audience to act).

Credibility - Establish your credibility by demonstrating expertise, evidence and knowledge of the subject - presenting facts, statistics or quotes together with any personal experiences to make the audience believe in what you are saying

Step 3 SATISFACTION STEP

Tell us what action, specifically, you want us to take. Show us how taking this action will “satisfy the need” that you spoke of in step two. Explain how this action solves the problem. Tell us how we can do it.

- * state the need/solution
- * explain how the behavior is consistent with values that already exist refer to the motive appeal you developed
- * theoretical demonstration of satisfaction/solution/ slogan
- * workability
- * answer objections

Step 4 VISUALIZATION STEP

Tell us what will happen if we don't take the action. Either show how the problem will worsen, **OR show how the future will be better if we **DO** take the action.**

- * positive visualization reiterates the benefit--what will happen on adoption
- * negative visualization reiterates the harm that is avoided--what will happen if not adopted
- * comparison/ contrast reiterates the harm and the replacement that offers a benefit--adoption vs. non-adoption

CONCLUSION

Step 5 ACTION STEP

Make your final appeal for us to act.

- * Adoption- focus on the benefit, demonstrate, offer testimony, give examples
- * Continuance- remind the audience of the benefit offer an additional inducement
- * Discontinuance- demonstrate harm of current situation and benefit of replacing the behavior, show the benefit of replacement
- * Deterrence- show that the harm is so significant that the behavior should be avoided or extinguished.