

Classical Persuasive Appeals

1. Logos-the appeal to the audience's reason and logic. There are two main forms...
 - A. **Syllogism**-a three part argument that consists of a major premise (general case), a minor premise or (specific case), and a conclusion.
 - B. **Enthymeme**-a syllogism presented as a probability rather than as an absolute. With an enthymeme, one premise is always missing in argument but is implied.
2. Pathos-appeal to audience emotion-requires creating a certain outlook in audience.
3. Ethos- appeal through nature of the speaker's moral character and personality which consists of 3 elements: Good sense or competence, good moral character and goodwill.

Contemporary Persuasive Appeals

- A-Persuading Listeners By Appealing To Their Needs-Maslow's Hierarchy of Needs
- B-Persuading Listeners By Appealing To The Reasons For Their Behavior-Expectancy-Outcome Values Theory-
- C-Persuading Listeners By Focusing On What's Most Relevant To Them-Elaboration Likelihood Model is a theory of persuasion that suggest that people process persuasive messages by one of 2 routes, depending on their degree of involvement in the message
- D-Persuading Listeners Through Speaker Credibility

What is an argument?

Argument: A stated position, with support, for or against an idea or issue; it consists of a claim, evidence, and warrants.

- ❖ Claim/Proposition-the conclusion the speaker is attempting to prove. It is the proposition you are making. 3 types of claims
- ❖ Evidence-material that provides grounds for belief. Examples, narratives, testimony, facts, and statistics.
- ❖ Warrant-links the claim and the evidence together. It provides the reasons that the evidence supports the claim.

Claims/Propositions of Facts

- Focus on conditions that exist, once existed, or will exist in the future.
- On whether something is or is not true, Whether something will or will not happen
- Require evidence-often factual
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Claims/Propositions of Value

- Deal with issues of judgment "Is assisted suicide ethical"
- Shows why something is right or wrong, good or bad, worthy or unworthy
- Speaker is not attempting to prove truth
- Require evidence but more subjective rather than factual

Claims/Propositions of Policy

- Recommend that course of action should be taken, or approved of, by audience.
- Proposes that a certain outcome would be realized if the proposed condition was met
- Ex-Property taxes should be increased to fund classroom expansions at local elementary schools

Evidence

- What speaker's use to persuade audience to believe their claims-supporting material
- External evidence-any information in support of a claim that comes from sources aside from audience or speaker (examples, narratives, testimony, facts, statistics).
- Audience's knowledge, expertise and opinions can be evidence-but this will only work if audience believes the speaker has credibility
- Listeners will be more open to information that affirms their beliefs and attitudes on a topic

Addressing the other side of the argument

- Inoculation Effect-the speaker can induce resistance to counterclaims by acknowledging them. By anticipating counter-arguments and then addressing or rebutting them, you can help listeners ignore other viewpoints.

Fallacies in Reasoning: Bad reasoning or invalid forms of argumentation/persuasion

- Logical Fallacy-false or erroneous statement or an invalid or deceptive line of reasoning-these harm quality of speeches. The following are types of fallacies
 - 1-Begging the question-A claim with no substance-answer to the question raised by the claim simply restates the claim
Ex. The death penalty is wrong because killing people is immoral
 - 2-Bandwagoning-Assigning a claim greater substance by making it look more popular than it is
Ex. Everyone says acupuncture works so it must work
 - 3-Either-or Fallacy-Poses argument in terms of 2 alternatives only, regardless of other options
Ex. Either we build a new high school or children in this community will never go to college.
 - 4-Ad hominem-Attack an opponent instead of attacking their arguments
Ex. Tony is an awful musician and is not sensitive enough to chair the parking committee
 - 5-Causal Fallacy-Assuming that there is a cause and effect relationship between 2 things because they happen after each other.
Ex. Rap music ought to be boycotted. After all, the number of assaults on police officers went up right after rap became popular.