

LECTURE NO 19
CMST 1A03 INTRO TO COMMUNICATION
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Adler & Rodman: Chapter 14

- Characteristics of Persuasion
 - Persuasion is interactive
 - Persuasion is not coercive
 - Persuasion is usually incremental
 - Persuasion can be ethical

- Categorizing types of persuasion
 - By types of proposition
 - Proposition of fact
 - Proposition of value
 - Proposition of policy
 - By desired outcome
 - Convincing
 - Actuating
 - By directness of approach
 - Direct persuasion
 - Indirect persuasion

- Creating the persuasive message
 - Set a clear, persuasive purpose
 - Structure the message carefully
 - Describe the problem
 - Describe the solution
 - Describe the desired audience response
 - Adapting the model persuasive structure
 - Use solid evidence
 - Avoid fallacies
 - Ad hominem attacks
 - Reductio ad absurdum
 - Straw-man argument
 - Either-or
 - Post hoc ergo propter hoc

- Argumentum ad verecundiam
 - Argumentum ad populum
- Adapting to the audience
 - Establish common ground
 - Organize according to the expected response
 - Adapt to a hostile audience
- Building credibility as a speaker
 - Competence
 - Character
 - Charisma