

Chapter 18
Persuasive Presentations

1. The Persuasive Presentations
 - a. Answers your proposition question with WHY?
 - b. Influences the beliefs and attitudes of the audience
2. Claims
 - a. What you are trying to solve is your claim
 - b. Types of Claims
 - i. Claims of Fact
 1. That a condition exists or will exist
 2. Reveal some truth based on some fact(s)
 - ii. Claims of Value
 1. Assert something is good or bad
 2. Based on judgement
 - iii. Claims of Policy
 1. A certain condition should exist, or course of action taken
 2. Should or must are part of the argument
3. Evidence and Reasoning
 - a. Evidence
 - i. is information and data gathered from research
 - ii. Facts, expert opinions, and statistics
 - iii. Relevant Evidence
 1. Impacts the issue and supports your position
 - iv. Reliable Evidence
 1. Source judged to be trustworthy
 2. Source is consistent with other evidence
 3. Consistent with other evidence reported by the same source
 - v. Available Evidence
 1. The best evidence available

- b. Criteria for Arguing Well
 - i. Use recent information
 - ii. Use several examples
 - iii. Always cite the sources
 - iv. Use only high quality objective evidence
- c. Reasoning
 - i. Generalized Reasoning
 - 1. A generalized conclusion based on few examples
 - ii. Casual Reasoning
 - 1. Cause and effect reasoning
- 4. Types of Persuasive Presentations
 - a. Advocacy
 - i. A convincing logical argument is put forth
 - b. Motivational
 - i. A psychological appeal is put forth
 - c. Problem – Solution
 - i. First discuss the problem and then the solution
- 5. Monroe’s Motivated Sequence
 - a. The Attention Step
 - i. Dramatize the significance
 - b. The Need Step
 - i. Prove the all is lost moment
 - c. The Satisfaction Step
 - i. Give them the best solution
 - d. The Visualization Step
 - i. Put them in the future after making the decision or not
 - e. The Action Step
 - i. Where and now to act now