



GEN 1004 COMMUNICATION SKILLS

Lecture 4: Persuasion and Arguing Skills

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Definition of Persuasion:

Persuasion is a process that involves a communicator who tries to influence the attitudes, beliefs, values, or actions of another individual through message design and delivery.

Persuasion can be:

- Formally or informally.
- Publically or interpersonally.
- Direct or indirect (Persuasive or informative).
- Cognitive or non-cognitive.
- To convince, reinforce, or to actuate.

Persuasion is a receiver-oriented phenomenon (Perceived choice)



Context of Persuasion:

1- Intrapersonal Persuasion.

2- Interpersonal Persuasion.

3- Mass interpersonal Persuasion.

A- Persuasive Experience. B- Automated Structure. C- Social Distribution.
D- Rapid Cycle. E- Huge Social Graph. F- Measured Impact.

4- Mass Persuasion.

- Commercial advertising.
- Pro-social advertising.
- Political advertising.



The Impact of a Persuasion Message:

- The impact of persuasion can be immediate.
- The impact can take up to few years for the audience to really get familiar with all aspects, facts, information of the message.
- The impact can be achieved by repetitive presentation of the message.
- For some audience, the impact can be achieved only when the message becomes personal to the receiver.
- Know that some people will never get persuaded.



Preparing the Persuasion Message:

1- Convince yourself first: Gather all the information related to your topic patiently, analyze it well using critical thinking, and be ethical. This will help you find the reasons and psychological motives to persuade others.

2- Choose Reasonable goals:

- 2.1. Not a national debate.
- 2.2. Not a national campaign.
- 2.3. Should have a personal connection.
- 2.4. Easy for audience to comprehend or to do.
- 2.5. Add knowledge to audience.
- 2.6. Must be positive.



3- Analyze your audience:

- 3.1. Audience Position.
- 3.2. Audience Knowledge.
- 3.3. Audience Size.
- 3.4. 50% rule of audience analysis.

4- Follow the three building blocks of persuasive message defined by Aristotle:

- 4.1. Credibility.
- 4.2. logical Appeal.
- 4.3. Emotional Appeal



4.1. Credibility :

credibility is satisfied by presenting the sources and citations supporting your message and by the personal attitude of the sender (good will, dynamic, relaxed, sociable, open-minded, ethical).

4.2 Logical Appeal (Reasoning and the message structure):

4.2.1- Define your claim type:

- Claim of fact: Claiming a conclusion, a fact or a consequence supported by evidence.
- Claim of value: Comparing two options.
- Claim of policy: actuate audience to do something.



4.2.2 Message organization:

Organize your message based on your claim type. There are three types of message organization:

A- Statement-of-Reasons: start by your claim then support it by a series of evidences and facts starting by the strongest one.

B- Comparative Advantages: start by your claim then mention the advantages of your option over the other option.

C- Monroe's Motivated Sequence (MMS): gain attention, demonstrating the problem, showing solution, visualizing, Requesting action.



4.2.3. Reasoned Argument:

A- Inductive reasoning

C- Reasoning from analogy (can be against you if you are not careful).

B- Casual Argument.

4.2.4 Avoid Fallacies of Reasoning:

A- Ad Hominem

B-Hasty generalization.

C-False Cause.

D-Bandwagon

E-Circular argument.

F- Irrational reasons.

G- Appeal to authority figure.



End of lecture 4

Please Read Chapters 10 &11 in Ref [3] (Kathryn Sue Young and Howard Paul Travis, “*Oral Communication, Skills, Choices, and Consequences*”, 3rd edition, Waveland Press, 2012). (*There will be a quiz on lectures 3 and 4 next lecture*)

Project Assignment #1: Watch the first three episodes of the TV series “The People vs OJ Simpson” and analyze them carefully to extract the following points:

1- Identify and mention the evidences or situations that can be used in the court room to convict or exonerate OJ. (you don't need to write a discussion about them in the weekly progress report, this should be done when writing the final report only).

2- Point out the scenes that might contain an aspect of a communication skills like: interpersonal skills, Personality type (attitude, behaviors, value), body-language, barriers of a communication process (specially personal noise), ethical or non-ethical behaviors. (*you have to mention the episode number and the scene time*)

Please send me an email if you have any question (aero.omarshukry@cu.edu.eg)