Adler & Rodman: Chapter 14

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

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

• Creating the persuasive message
  o Set a clear, persuasive purpose
  o Structure the message carefully
    ▪ Describe the problem
    ▪ Describe the solution
    ▪ Describe the desired audience response
    ▪ Adapting the model persuasive structure
  o Use solid evidence
  o 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