

The Body in Delivery

Beyond the actual words that are spoken, audiences receive information from a speech through two nonverbal channels of communication: the aural and the visual. The **aural channel** is made up of the vocalizations that form and accompany spoken words. These vocalizations, or **paralanguage**, include the qualities of volume, pitch, rate, variety, and pronunciation and articulation described in Chapter 19. Paralanguage refers to *how* something is said, not to *what* is said.

The **visual channel** includes the speaker's physical actions and appearance—facial expressions, gestures, general body movement, physical appearance, dress, and objects held. These nonverbal elements have been called the *silent language*. Paralanguage and the visual elements of a speech are critical to an audience's full understanding of the message you wish to convey. According to one study, listeners derive only 7 percent of the meaning of any message about feelings and attitudes from the speaker's words, the verbal component, while 38 percent comes from the speaker's voice and 55 percent comes from the speaker's facial expressions and body movements, the nonverbal component.¹

Functions of Nonverbal Communication in Delivery

Researchers have identified several ways in which nonverbal communication works together with the verbal component of a speech,² including (1) clarifying the meaning of verbal messages; (2) facilitating feedback between speaker and audience; (3) helping establish a relationship between speaker and audience; and (4) helping the speaker establish credibility.

Clarify Verbal Messages

The impact of the verbal component of your speech—what you say—depends largely on your vocal and bodily actions while saying it. The same words spoken with different body movements or different vocal emphasis convey different meanings. Similar shifts in meaning occur with gestures. If you say to the audience, “We’ll miss him” while rolling your eyes and waving your hands dismissively, the meaning would be much different than if you said the same thing while giving a heartfelt sigh and perhaps opening your arms to indicate that the audience shares the feeling.

Facilitate Feedback

Listeners use a host of body cues—head shaking (either in agreement or in disagreement), smiles or frowns, arms rigidly folded across the chest, and friendly gazes or facing-away postures—to communicate their pleasure or displeasure with a speech. Being alert to such feedback and responding to it can mean the difference between an alienated audience and one that feels recognized and respected. Coughing and excessive shifting around, for example, may indicate difficulty in hearing and flagging interest. In response, you might increase your speaking volume and look in the direction of the affected listeners more frequently and for longer periods. If you receive negative cues such as frowns and head shaking, you might present some additional evidence or interject some relevant humor.

Establish Relationships between Speaker and Audience

Nonverbal behavior, such as how you position yourself vis-à-vis your listeners, allows you to adjust your relationship with them, establishing a level of familiarity and closeness that is suitable to the topic, purpose, and occasion. To stimulate a sense of informality and closeness, for example, you can move out from behind the podium and walk or stand among audience members. Talk-show host and comedian Jay Leno opens each of his nightly shows by walking to the front edge of the stage to greet and shake hands with members of the audience. His friendly, open behavior establishes a casual communicative atmosphere and a direct relationship with his audience. Conversely, remaining at a distance from the audience, such as behind the speaker's stand, using a more reserved vocal quality, and speaking at a somewhat slower and consistent rate establish a more formal relationship with listeners.

Establish Speaker Credibility

Nonverbal communication plays a key part in the audience's perception of your competence, trustworthiness, and character.³ For example, audiences are more readily persuaded by speakers who emphasize vocal variety, eye contact, nodding at listeners, and standing with an open body position than by those who minimize these nonverbal cues.⁴ Audience members also respond more positively to speakers whom they perceive to be well dressed and attractive. They are apt to take them more seriously and are more objective in their responses than they are to speakers whom they do not find attractive.

Pay Attention to Body Movement

 [Chapter quizzes](#)

As audience members listen to you, they are simultaneously evaluating the cues sent by your facial expressions, eye behavior, gestures, and general body movements. Audiences do not so much listen to a speaker's words as they "read" the body language of the speaker who delivers them.⁵

Animate Your Facial Expressions

From our facial expressions, audiences can gauge whether we are excited about, disenchanted by, or indifferent to our speech—and the audience to whom we are presenting it.

Universally, few behaviors are more effective for building rapport with an audience than *smiling*.⁶ A smile is a sign of mutual welcome at the start of a speech, of mutual comfort and interest during the speech, and of mutual goodwill at the close of a speech. Smiling when you feel nervous or otherwise uncomfortable can help you relax and gain more composure. Of course, facial expressions need to correspond to the tenor of the speech. Doing what is natural and normal for the occasion should be the rule.

TIPS FOR USING EFFECTIVE FACIAL EXPRESSIONS

- _____ 1. Use animated expressions that feel natural and express your meaning.
- _____ 2. Avoid a deadpan expression.
- _____ 3. Never use expressions that are out of character for you or inappropriate to the speech occasion.
- _____ 4. In practice sessions, loosen your facial features with exercises such as widening the eyes and moving the mouth.
- _____ 5. Align your facial expressions with your feelings.
- _____ 6. Establish rapport with the audience by smiling naturally when appropriate.

SELF-ASSESSMENT CHECKLIST

Maintain Eye Contact

If smiling is an effective way to build rapport, maintaining eye contact is mandatory in establishing a positive relationship with your listeners. Having eye contact with the audience is one of the most, if not the most, important physical actions in public speaking. Eye contact maintains the quality of directness in speech delivery. It lets people know they are recognized, indicates acknowledgment and respect, and signals to audience members that the speaker sees them as unique human beings.

With an audience of a hundred to more than a thousand members, it's impossible to look at every listener. But in most speaking situations you are likely to experience, you should be able to look at most people in the audience by using a technique called **scanning**. When you scan an audience, you move your gaze from one listener to another and from one section to another, pausing to gaze at one person long enough to complete a full thought before removing

your gaze and shifting it to another listener. One speaking professional suggests following the “rule of three”: Pick three audience members to focus on—one in the middle, one on the right, and one on the left of the room; these audience members will be your anchors as you scan the room.⁷

Use Gestures That Feel Natural

Words alone seldom convey what we want to express. Physical gestures fill in the gaps, as in illustrating the size or shape of an object (e.g., by showing the size of it by extending two hands, palms facing each other), or expressing the depth of an emotion (e.g., by pounding a fist on a podium).⁸ Gestures should be natural and spontaneous, arising from genuine emotions and conforming to your personality (see the Checklist below for tips on gesturing effectively).⁹

TIPS FOR EFFECTIVE GESTURING

- _____ 1. Use natural, spontaneous gestures.
- _____ 2. Avoid exaggerated gestures, but use gestures that are broad enough to be seen by each audience member.
- _____ 3. Eliminate distracting gestures, such as fidgeting with pens or pencils or brushing back hair from your eyes.
- _____ 4. Analyze your gestures for effectiveness in practice sessions.
- _____ 5. Practice movements that feel natural to you.

CHECKLIST

Be Aware of General Body Movement

General body movement is also important in maintaining audience attention and processing of your message. Audience members soon tire of listening to a **talking head** who remains steadily positioned in one place behind a microphone or a podium. As space and time allow, try to get out from behind the podium and stand with the audience. As you do, move around at a comfortable, natural pace.

A speaker's posture sends a definite message to the audience. Listeners perceive speakers who slouch as being sloppy, unfocused, and even weak. Strive to stand erect, but not ramrod straight. The goal is to appear authoritative, not rigid.

BROAD DRESS CODE GUIDELINES

- _____ 1. For a “power” look, wear a dark-colored suit.
- _____ 2. Medium-blue or navy paired with white can enhance your credibility.
- _____ 3. Yellow and orange color tones convey friendliness.
- _____ 4. The color red focuses attention on you.
- _____ 5. Flashy jewelry distracts listeners.

CHECKLIST

Dress Appropriately

As superficial as it may sound, the first thing an audience is likely to notice as you approach the speaker's position is your clothing. The critical criteria in determining appropriate dress for a speech are audience expectations and the nature of the speech occasion. If you are speaking as a representative of your business, for example, you will want to complement your company's image.¹⁰ Consider Apple cofounder Steve Jobs, who invariably wears jeans and a black shirt when he rolls out a new product line. Jobs's attire conveys a signature style that is casual and "cool," personifying the Apple products he represents.

A CULTURAL PERSPECTIVE

Nonverbal Communication Patterns in Different Cultures

As a speaker, it's important to remember that, like verbal communication, nonverbal communication is also profoundly influenced by culture. Gestures, for example, have entirely different meanings in different cultures, and many an unsuspecting speaker has inadvertently made a rude gesture in his or her host's culture. In the late 1950s, for instance, Vice President Richard Nixon made a goodwill tour of Latin America, where there were feelings of hostility toward the United States. On one of his stops, Nixon stepped off his plane and, smiling, gestured with the A-OK sign to the waiting crowd. The crowd booed. In that culture, Nixon's gesture meant "Screw you." Days of delicate diplomacy were undone by two seconds of nonverbal behavior.¹ This same gesture, incidentally, means "zero" in French and "money" in Japan. Roger Axtell catalogs a variety of gestures in his book *Gestures: The Do's and Taboos of Body Language around the World*. This eye-opening account demonstrates how something in one culture can mean literally the opposite in another (e.g., nodding means "yes" in the United States but can mean "no" in the former Yugoslavia and Iran).

The display of emotions is also guided by the social rules of the culture. The Japanese are conditioned to mask emotion, whereas Americans express emotion more freely. Speakers in different cultures thus use different facial expressions to convey emotions. Eye behavior also takes quite different forms; people in the United States and Canada use eye contact as a form of acknowledgment or politeness in greeting, but in other cultures, such as in Southeast Asia, Nigeria, and Puerto Rico, among other countries, this is often considered disrespectful. Finally, appearance preferences also change from one culture to another.

No speaker should feel obliged to adopt nonverbal behaviors that are not his or her own. At the same time, a successful speech depends on shared meaning. As such, a thorough audience analysis is needed to anticipate potential misunderstandings that might occur nonverbally.

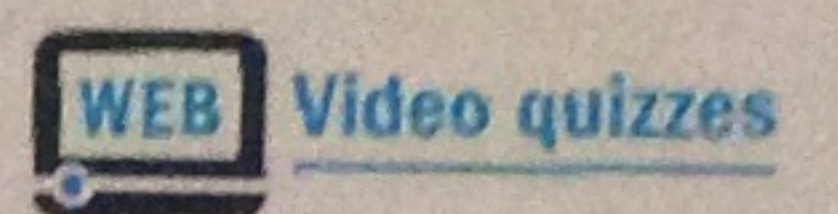
1. Roger Axtell, *Gestures: The Do's and Taboos of Body Language around the World* (New York: Wiley, 1991).



Although some speaking occasions permit casual dress, take care not to confuse casual with sloppy or unkempt.¹¹ Even casual attire should be professional in the sense that it conveys a responsible, credible, and confident image. Your attire reveals an attitude about what you are doing and the amount of effort you seem willing to put into it. The more professional you look, the more professional you will feel, and the more positive the attitude you will convey to audience members. This advice is no less important for your classroom speeches than it is for speeches given elsewhere. You should dress for your speeches in class just as you would if you were delivering them to a business or professional group that you want to impress. At the very least, it's good practice, and it's likely to benefit your speech by showing your respect for both the occasion and the audience.

An extension of dress is having various objects on or around your person while giving a speech—pencil and pen, a briefcase, a glass of water, or papers with notes on them. Always ask yourself if these objects are really necessary. A sure way to distract an audience from what you're saying is to drag a briefcase or backpack to the speaker's stand and open it while speaking, or to fumble with a pen or other object.

Practice the Delivery



Apple cofounder Steve Jobs is such an effective speaker that whole books are devoted to his techniques. Jobs delivers his presentations without notes and speaks in a conversational style, making emotional connections with his audience. But while Jobs projects an image of casualness, the time he devotes to preparation and practice is legendary.¹²

Practice is essential to effective delivery. The more you practice, the greater your comfort level will be when you actually deliver the speech. More than anything, it is uncertainty that breeds anxiety. By practicing your speech using a fully developed speaking outline (see Chapter 14), you will know what to expect when you actually stand in front of the audience.

Focus on the Message

The purpose of your speech is to get a message across, not to display extraordinary delivery skills. Keep this goal foremost in your mind. Psychologically, too, focusing on your message is likely to make your delivery more natural and more confident.

Record the Speech

Once you've practiced your speech several times, talk it out into an audio recorder. At a later stage in the practice process, you can place the recorder across the room from you and practice projecting your voice to the back row of the audience. To accurately gauge how you sound, use a good-quality recording device.

Videorecording two practice sessions can provide valuable feedback. As you watch your initial recording, make notes of the things you'd like to change.

Before rerecording, practice several more times until you are comfortable with the changes you've incorporated. Note that no one is ever entirely thrilled with his or her image on video, so try to avoid unnecessary self-criticism. Video-record your speech a second time, paying close attention to the areas of speech delivery that you want to improve.

Be Prepared to Revise Your Speaking Notes

As you practice, be prepared to revise your speech as needed. If your introduction or conclusion isn't as effective as you would like, rework it. Make other adjustments as necessary to improve your speech and make the outline easier to follow.

Practice under Realistic Conditions

Try to simulate the actual speech setting as you practice. Keep the seating arrangement in mind as you speak, picturing the audience as you go along. Turn various objects in the room into imaginary audience members, and project your voice in their direction. Practice scanning for eye contact. Practice with a podium of some kind (unless you know that you won't be using one). Stack some boxes to form a makeshift podium if you have to. Practice working with your speaking notes until you are confident that you can refer to them without overly relying on them. Practice placing your notes on a podium and moving around the podium for effective delivery.

At some point, practice your speech in front of at least one other person. Ask your volunteer(s) to identify the purpose and key points of your speech. Question them about what they did or did not understand. Seek detailed feedback about the quality of your delivery.

Time Your Speech

As you practice, time each part of the speech (introduction, body, and conclusion) so that if you exceed your time limit you can adjust these sections accordingly. Recall that, as a general rule, the introduction and the conclusion should make up no more than 10 or 15 percent of your entire speech (see Chapters 15 and 16). If the speech is too long, look for extraneous material that can be cut. Consider your rate of speech. If it is too slow, practice speaking more concisely. If the speech is too short, review your evidence and make certain that you adequately support your main points. If your rate of speech is too fast, practice slowing your tempo.

Plan Ahead and Practice Often

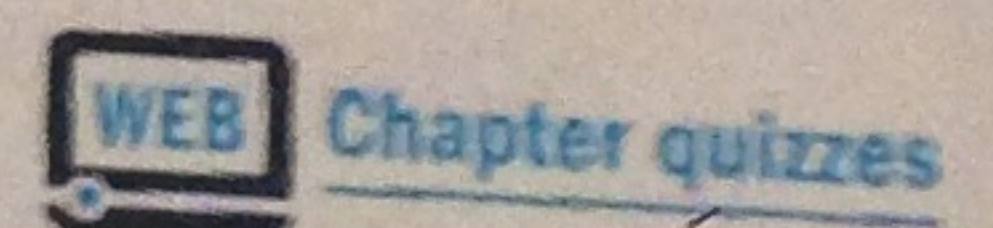
Begin practicing your speech a couple of days before you are scheduled to deliver it. Many expert speakers recommend practicing your speech about five times in its final form. Since few speeches are longer than twenty minutes, and most are shorter, this represents a maximum of two hours of practice time—two hours well spent.

The Persuasive Speech

Persuasive speaking is a type of public speaking you will practice frequently throughout your professional and personal life. To persuade is to influence, advocate, or ask others to accept your views. Whether you are bargaining for a raise, convincing a fellow classmate of the need to join a student group, or giving a formal speech advocating for a green policy, success or failure rests on how well or how poorly you understand the principles and practices of the art of persuasion.

Persuasive speaking skills are indispensable, especially if you want to make your voice count during public conversations about issues that are important to you. Knowledge of persuasive speaking not only helps you critically assess the persuasive messages of others but also contributes to the betterment of society and the world. As we saw in Chapter 1, the ability to speak persuasively ensures a healthy democracy. “In a Republican nation,” Thomas Jefferson said during his term as the third president of the United States, “whose citizens are to be led by reason and persuasion and not by force, the art of reasoning becomes of first importance.”

What Is a Persuasive Speech?



Persuasive speeches are meant to appeal to the audience's attitudes, beliefs, and values about the issue in question and to sway listeners to the speaker's point of view. Derived from the Greek verb meaning “to believe,”¹ **persuasion** is the process of influencing attitudes, beliefs, values, and behavior. **Persuasive speaking** is a form of speech that is intended to influence the attitudes, beliefs, values, and actions of others.

CONDITIONS FOR CHOOSING A PERSUASIVE PURPOSE

You should select a persuasive purpose if:

- _____ 1. Your goal is to influence an audience's beliefs or understanding about something.
- _____ 2. Your goal is to influence an audience's behavior.
- _____ 3. Your goal is to reinforce audience members' existing attitudes, beliefs, or behavior so the audience will continue to possess or practice them.

Persuasive Speeches Attempt to Influence Audience Choices

Similar to informative speeches, persuasive speeches also serve to increase understanding and awareness. They present an audience with new information, new insights, and new ways of thinking about an issue. In fact, persuasive speeches do all the things informative speeches do. But rather than seeking only to increase understanding and awareness, the explicit goal of the persuasive speech is to influence audience choices.² These choices may range from slight shifts in opinion to wholesale changes in behavior.

Persuasive Speeches Limit Alternatives

Any issue that would constitute the topic of a persuasive speech represents at least two viewpoints. For example, there are “pro-choice” advocates and “right-to-life” advocates; there are those who prefer a Droid over an iPhone. With any such issue, it is the objective of a persuasive speaker to limit the audience’s alternatives to the side the speaker represents. This is done not by ignoring the unfavorable alternatives altogether but by contrasting them with the favorable alternative and showing it to be of greater value or usefulness to the audience than the other alternatives.

Persuasive Speeches Seek a Response

By showing an audience the best of several alternatives, the persuasive speaker asks listeners—sometimes explicitly and sometimes implicitly—to make a choice. If the speech is effective, the audience’s choice will be limited; that is, listeners will understand that the alternative presented by the speaker is the “right” choice.

ETHICALLY SPEAKING

Persuasive Speeches Respect Audience Choices

Even though persuasive speeches present audiences with a choice, the ethical persuasive speaker recognizes that the choice is ultimately the audience members’ to make—and he or she respects their right to do so. People take time to consider what they’ve heard and how it affects them. They make their own choices in light of or despite the best evidence. Your role as a persuasive speaker is not to coerce or force your listeners to accept your viewpoint but to present as convincing a case as possible so that they might do so willingly. For instance, you might want to persuade members of your audience to become vegetarians, but you must also respect their choice not to adopt this path.



The Process of Persuasion

Persuasion is a complex psychological process of reasoning and emotion. When you speak persuasively, you try to guide the audience to adopt a particular attitude, belief, or behavior that you favor. But getting people to change their minds, even a little, is challenging and requires considerable skill. As in informative speeches, therefore, *audience analysis* is extremely important in persuasive speeches. The more "intelligence" you can gather about audience members, the better you can solve the puzzle of how best to reach them. Be aware, however, that regardless of how thoroughly you have conducted audience analysis or how skillfully you present your point of view, audiences may not respond immediately or completely to a persuasive appeal. An audience can be immediately "stirred," as the Roman orator Cicero put it, with relative ease. However, producing a lasting impact on listeners' attitudes, beliefs, and behavior is a more difficult matter. Changes tend to be small, even imperceptible, especially at first.

Research confirms that you can increase the odds of achieving your persuasive speech goal if you:

- Make your message personally relevant to the audience.³
- Clearly demonstrate how any change you propose will benefit the audience.⁴
- Establish your credibility. Audience members' feelings toward you strongly influence their receptivity towards the message.
- Set modest goals. Expect minor rather than major changes in your listeners' attitudes and behavior.
- Target issues that audience members feel strongly about.⁵
- Demonstrate how an attitude or a behavior might keep listeners from feeling satisfied and competent, thereby encouraging receptivity to change.
- Expect to be more successful when addressing an audience whose position differs only moderately from your own.⁶
- Try to convince your listeners that by taking the action you propose they will be rewarded in some way. For example, to persuade people to lose weight and keep it off, you must make them believe that they will be healthier and seem more attractive if they do so. Persuaders who achieve this are skilled at motivating their listeners to help themselves.⁷

Following is a brief overview of how the ancient scholars of rhetoric, and Aristotle in particular, viewed the process of persuasion. Much of classical theory on persuasion remains relevant today. Following that discussion is a review of how contemporary social scientists approach persuasion. Both classical and contemporary perspectives recognize that successful persuasion requires a balance of reason and emotion, and that audience members must be well-disposed toward the speaker.

In his treatise on rhetoric, Aristotle explained that persuasion could be brought about by the speaker's use of three types of persuasive appeals, or forms of **rhetorical proofs**. The first concerns the nature of the message in a speech; the second, the nature of the audience's feelings; the third, the qualifications and personality of the speaker. According to Aristotle, and generations of scholars and practitioners who followed him, you can build an effective persuasive speech with any one or a combination of these proofs, termed *logos*, *pathos*, and *ethos*. The best speeches generally make use of all three proofs.

Logos: Proof by Reason

Many persuasive speeches focus on issues that require considerable thought. Should universities abolish tenure? Should the United States enact stricter immigration laws? When an audience needs to make an important decision or reach a conclusion regarding a complicated issue, appeals to reason and logic are necessary. Aristotle used the term **logos** to refer to persuasive appeals directed at the audience's **reasoning** on a topic. To reason is to draw conclusions based on evidence.

The Syllogism

Aristotle differentiated between two forms of reasoning in speeches. The first is the **syllogism**, a three-part argument consisting of a **general case** (also called a "**major premise**"), a **specific case** ("**minor premise**"), and a conclusion logically following from the first two steps. The classic example is this:

- GENERAL CASE:** All men are mortal.
SPECIFIC CASE: Socrates is a man.
CONCLUSION: Therefore Socrates is mortal.

Syllogisms are a form of **deductive reasoning**, or reasoning from a general condition to a specific instance.⁸ (Reversing direction, **inductive reasoning** moves from specific instances to a general condition; see p. 355.) A well-developed syllogism will lead listeners to a clearer understanding of an issue; one that is poorly thought through will lead them to unfounded conclusions. Here is an example of a contemporary syllogism that is effectively developed:

- GENERAL CASE:** Regular exercise enhances your ability to study productively.
SPECIFIC CASE: Swimming is good exercise.
CONCLUSION: Swimming regularly will enhance your ability to study productively.

And here is one that is poorly developed:

GENERAL CASE:	Roslyn gets all A's even though she never attends class.
SPECIFIC CASE:	Roslyn is on the college softball team.
CONCLUSION:	All college athletes get all A's even though they never attend class.

The preceding example shows how erroneous conclusions can be reached if you begin with a general case that is unfounded. Here, the general case is a **hasty overgeneralization**, or an attempt to support a claim by asserting that a particular piece of evidence (an isolated case) is true for all individuals or conditions concerned. (See the section on fallacies in reasoning in Chapter 26.) Although the specific instance may be true, the conclusion is based on an overgeneralization. In contrast, the first example is an effective syllogism. It reaches a sound conclusion from an accurate general case applied to a specific instance.

As you can see, appeals to reason using syllogism in a persuasive speech require accurate knowledge of the information that forms your general and specific cases. This is a key consideration as you build your arguments.

The Enthymeme

A second form of classical rational appeal, or use of logos, in a persuasive speech is the enthymeme. An **enthymeme** is a syllogism presented as a probability rather than as an absolute, and it states either a general case or a specific case but not both. The case not stated is implied and serves as a mental tool for connecting the speaker and audience.⁹ For example, the syllogism about Socrates leads to the absolute conclusion that Socrates is mortal if both of the stated cases are accurate and true. The syllogism about swimming can be restated as an enthymeme so that the conclusion is probably true but not necessarily always true:

GENERAL CASE TO CONCLUSION:	Regular exercise enhances your ability to study productively, so swimming regularly should enhance your studying.
--------------------------------	---

Implied in this example is that swimming is a good form of exercise. Implied in the next example is that exercise will enhance your ability to study well:

SPECIFIC EXAMPLE TO CONCLUSION:	Swimming is good exercise and should enhance your studying.
------------------------------------	---

The use of *should* in each case makes the conclusion tentative instead of absolute. Why would you want to offer probable conclusions in a persuasive speech instead of certain conclusions? *Because most arguments are not based on certainty.* It is not absolutely certain, for example, that swimming regularly will

Omaha Beach, and I visited the great American Cemetery there where lie 17,000 Americans who gave the "last full measure of devotion," as Lincoln so beautifully put it. Simple white marble crosses, interspersed with occasional Stars of David, stretch out for 70 acres. . . .

I thought about all the brave Americans buried there and of the meaning of their deaths, but I thought especially about my Uncle Lupe, the one who went to war knowing he would die for no other reason than that his country, the one that treated him as a second-class citizen, asked him to.¹²

Although emotion is a powerful means of moving an audience, relying solely on naked emotion to persuade will fail most of the time. As Aristotle stressed, *pathos functions as a means to persuasion not by any persuasive power inherent in emotions per se but by the interplay of emotions—or desire—and sound reasoning*. Emotion gets the audience's attention and stimulates a desire to act on the emotion; reason is then presented as justification for the action. Recent persuasion research confirms this effect.¹³ For example, a popular television advertisement depicts a grandfatherly man in a series of activities with family members. An announcer makes the logical appeal that people with high blood pressure should maintain their prescribed regimen of medication; this is followed by the emotional appeal "If not for yourself, do it for them." The message invokes the desire to stay healthy as long as possible for the benefit of loved ones. The reasoning is sound enough: Blood pressure is controllable with medication, but one must take the medicine in order for it to work. In this case, as in many, emotion helps communicate the idea.

Appealing to an audience's emotions on the basis of sound reasoning ensures that your speech is ethical. However, as seen in the accompanying Ethically Speaking box, there are a host of ways in which emotions can be used unethically.

ETHICALLY SPEAKING



Using Emotions Ethically

The most successful persuaders are those who are able to understand the mind-set of others. With such insight comes the responsibility to use emotional appeals in speeches for ethical purposes. As history attests only too amply, not all speakers follow an ethical path in this regard. Demagogues, for example, clutter the historical landscape. A **demagogue** relies heavily on irrelevant emotional appeals to short-circuit the listeners' rational decision-making process.¹ Senator Joseph McCarthy, who conducted "witch hunts" against alleged Communists in the 1950s, was one such speaker. Adolf Hitler, who played on the fears and dreams of German citizens to urge them toward despicable ends, was another master manipulator.

or the speaker's knowledge of and experience with the subject matter. Ethos-based appeals emphasize the speaker's grasp of the subject matter. Skillfully preparing the speech at all stages, from research to delivery, as well as emphasizing your own expertise, evokes this quality.

The second element of an ethos-based appeal is the speaker's *moral character*. This is reflected in the speaker's straightforward and honest presentation of the message. The speaker's own ethical standards are central to this element. Current research suggests, for example, that a brief disclosure of personal moral standards relevant to the speech or the occasion made in the introduction of a speech will boost audience regard for the speaker.¹⁴ Indeed, you should prepare and present every aspect of your speeches with the utmost integrity so that your audiences will regard you as trustworthy.

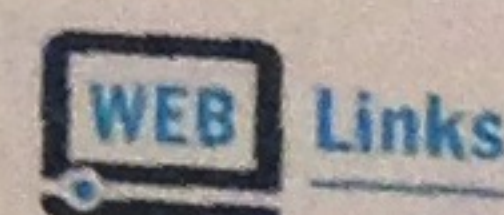
The third element of an ethos-based appeal is *goodwill* toward the audience. A strong ethos-based appeal demonstrates an interest in and a concern for the welfare of your audience. Speakers who understand the concerns of their listeners and who address their needs and expectations relative to the speech exhibit this aspect of the ethos-based appeal.

DISPLAYING ETHOS IN THE PERSUASIVE SPEECH

- ✓ Demonstrate your competence as a speaker by knowing your subject well and by emphasizing your expertise.
- ✓ Be straightforward and honest in presenting the facts of your argument.
- ✓ Reveal early your personal moral standards vis-à-vis your topic.
- ✓ Demonstrate a genuine interest in and concern for your listeners' welfare.

CHECKLIST

Contemporary Persuasive Appeals: Needs and Motivations



Classical theories of persuasion describe how appeals to reasoning (logos), emotion (pathos), and speaker credibility (ethos) can bring the audience to the speaker's point of view. Scientific research affirms the centrality of these elements in persuasive appeals,¹⁵ while also investigating other factors that cause us to change or maintain our attitudes. These theories suggest that for persuasion to succeed, the message must effectively target (1) audience members' needs, (2) their underlying motivations for feeling and acting as they do, and (3) their likely approach to mentally processing the persuasive message.

Persuading Listeners by Appealing to Their Needs

Have you ever wondered why there are so many fast-food commercials during and after the evening news? Advertisers know that by this time of night many viewers are experiencing a strong need—to eat! Appealing to audience

ESSAYS

- 9. Discuss the process of nonverbal communication. (Include in your response several features.) (5 points)**
- 10. In a fully developed essay discuss persuasion. Include in your response the purpose of a persuasive speech. How does one develop supporting materials? What are verbal materials (include examples) and why are they necessary? How does one locate them? Include in this essay the types of appeal (with examples) one can incorporate in this type of speech. (20 points)**