# Practical Principles of Persuasion: A Workbook (edited); Kathryn Sue Young; Mansfield University of Pennsylvania

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**Creditability & Effectiveness**

Sources. Always credit the source before presenting information: “according to the CDC on June 20, 2021. . . .” Without citations, your presentation might be considered your opinion. Pg 78

Statistics. make numbers have meaning to a listener.

* Statement: "1,500 of 3,000 students are male".
* Easier to Remember: "50 percent of students are male". A percentage is easier to remember than a larger number.

Statistics. Present statistics that connect to audience

* Statement: "Someone fell 20 feet"
* Easier to Rember: "Someone fell 2 stories" 20 feet is more accurate, but more abstract. The audience will connect better with the simpler form of the number. Pg 99

Emotional Appeal

In 2021, Paul Ekman describe seven universal emotions. •Anger •Disgust •Fear • Contempt • Enjoyment • Sadness • Surprise pg 129

Example of Motivation by Anger: You may get an audience to buy used textbooks online from individual sellers by discussing the profit campus bookstores make on the used textbooks they sell. pg130

**Strengthening Your Message**: Language and Communication Choices

Word choice. Be clear, detailed, and descriptive to explain your point. Pg 150

Avoid:

* Powerless language. Powerless language is tentative and hesitant; it communicates uncertainty.
* Verbal "fillers" like "uh", "you know"
* Adverbs that attempt to intensify, pg 152:
* Statement: “It’s a very, very nice day, and I reallylove the sunshine. . . .”
* Better Statement: "It is a **beautiful** day, and the sunshine **feels so warm**. . . ."

Try to:

* Speak directly & fluently--it shows competence. However, avoid being condescending or arrogant.
* Rehearse your presentation.

What is a more effective (better) way to say, "Someone fell 20 feet"

Note: 2 more articles on following page.

**Principles of Persuasion: Chapter 6, Section; Using Principles of Persuasion (edited)**

**Get to the point**. Perhaps not in the very first line, but very soon thereafter. Your audience doesn't have time to waste. Know when to stop. Be clear, summarize, then stop.

**Confirming Repetition***.*In most cases, the more often a message is repeated, the more readily it is believed. This is particularly true if the message comes from several different credible sources.

**General Benefits or Rewards***.* Persuasion is stronger if there is a benefit. Examples:

* Physical safety
* Psychological security (recognition, self-esteem, confidence)
* Money or material goods

**Know Your Audience--Specific Benefits & Rewards**. What are their needs, desires, dreams, etc. Examples

* Your children will be healthier.
* You will look years younger.
* Etc.

**Know Your Audience: Describe what you have in common.** What are common values, beliefs, and experiences?

* We all want our kids to grow up in a safe community.
* We are all getting older.
* Etc.

Note: The similarities you convey shouldn't be invented; they should be genuine, and stated sincerely.

<https://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/principles-of-persuasion/main>

 A **specific benefit** of slowing climate change is "Your children will be healthier" \_\_\_\_ T \_\_\_\_F

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**An inclusive, real-world investigation of persuasion in language and verbal behavior (edited)**

[Vivian P. Ta](https://link.springer.com/article/10.1007/s42001-021-00153-5#auth-Vivian_P_-Ta),, et al; [*Journal of Computational Social Science*](https://link.springer.com/journal/42001) **volume 5**, pages883–903 (2022)

Linguistic features (word choice, sentence structure, examples, etc.) of a message shape its persuasive appeal..

Today, persuasion is often transacted—partially or wholly—through verbal interactions that take place on the internet. A message is sent from one person to another through the use of language to alter the recipient's attitude.

We collected large-scale data of online social interactions from the social media website Reddit (*r/ChangMyView*) in which users engage in debates in an attempt to change each other’s views on a topic

(We found that linguistic) effective persuasion could meaningfully be reduced to **three dimensions.**

**1. Structural Complexity** means that the relationship of facts/reasons must not be oversimplified. Messages that are longer, more analytic, less anecdotal and more difficult to read were more persuasive. Complex messages provide more context and likely contain more arguments than shorter messages.

Additionally, repetition from different sources facilitated persuasion. Individually, a repetition can keep an informational "string" relatively simple. Together, "strings" can help explain the complex structure of a point of view.

**2. Negative Emotionality**. A visual example of this are the UNICEF TV commercials of malnourished children

**3. Positive Emotionality**. Example: TV commercials of resort vacations

<https://link.springer.com/article/10.1007/s42001-021-00153-5>

 Images of malnourished children are an effective "Negative Emotionality" dimension in persuasion \_\_\_ T \_\_\_F