Focus of this section:
- A few reminders
  - Differences between informative & persuasive presentations
  - Definition of persuasion
- Differences between informative & persuasive presentations
  - Types of outcomes and types of persuasive propositions
- Theories of motivation

**Differences between Information & Persuasion**

<table>
<thead>
<tr>
<th>Informative</th>
<th>Persuasive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide information</td>
<td>Urge a choice</td>
</tr>
<tr>
<td>Asks for little commitment</td>
<td>Asks for a lot of commitment</td>
</tr>
<tr>
<td>Focus on the subject</td>
<td>Concentrates on controlling audience response</td>
</tr>
<tr>
<td>Persuasion begins where information ends</td>
<td>(Persuasion contains information but goes beyond just providing it)</td>
</tr>
</tbody>
</table>
**Persuasion defined**
The process of changing or reinforcing a listener’s attitudes, beliefs, values, or behaviors.

Another way to define Persuasion
The use of verbal and nonverbal communication to affect attitudes and/or behavior
Desired outcomes of persuasion
- **Convince** - change beliefs
- **Actuate** - motivate actions
- **Stimulate** - heighten belief or action already ongoing

Types of Persuasive Propositions
- **Fact**
  - True or False?
- **Value**
  - Good or Bad?
  - Better or Worse?
  - Justified or Not?
- **Policy**
  - What should be done?
Monroe’s Motivated Sequence

- Attention
- Need
- Satisfaction
- Visualization
- Action

The sequence of ideas which, by following the normal process of human thinking, motivates the audience to respond to the speaker’s purpose.

How can you motivate someone?

- Appeal to Maslow’s Hierarchy of Needs
- Utilize **cognitive dissonance**

Maslow’s Hierarchy of Needs

- Physiological
- Safety & Security
- Love & Belonging
- Self Esteem
- Self Actualization
Cognitive Dissonance vs. Consonance

- We like to be consistent ... but we are not
- Cognitive dissonance: The discomfort experienced when simultaneously holding two or more conflicting cognitions

Don’t

Love animals  Eat meat

Quiz Time!

- What are the three “outcomes” for a persuasive speech?
- What are two persuasive techniques that help motivate people?
- What are the five basic types of needs in Maslow’s Hierarchy of Needs?