

## SECTION OVERVIEW

### 4.4: Presentations to Persuade

Persuasion is an act or process of presenting arguments to move, motivate, or change your audience. Aristotle taught that **rhetoric**, or the art of public speaking, involves the faculty of observing in any given case the available means of persuasion (Covino, W. A. and Jolliffe, D. A., 1995). In the case of President Obama, he may have appealed to your sense of duty and national values. In persuading your parents to lend you the car keys, you may have asked one parent instead of the other, calculating the probable response of each parent and electing to approach the one who was more likely to adopt your position (and give you the keys). Persuasion can be implicit or explicit and can have both positive and negative effects. In this chapter we'll discuss the importance of ethics, as we have in previous chapters, when presenting your audience with arguments in order to motivate them to adopt your view, consider your points, or change their behavior.

#### 4.4.1: What Is Persuasion?

#### 4.4.2: Principles of Persuasion

#### 4.4.3: Functions of the Presentation to Persuade

#### 4.4.4: Meeting the Listener's Basic Needs

#### 4.4.5: Making an Argument

#### 4.4.6: Speaking Ethically and Avoiding Fallacies

#### 4.4.7: Sample Persuasive Speech

#### 4.4.8: Elevator Speech

#### 4.4.9: Additional Resources

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