

PERSUASION AND CRITICAL THINKING



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Persuasion and Critical Thinking

Adapted from *Stand Up, Speak Out*

with excerpts from *Communication in the Real World*

Edited by Kelsey Paiz

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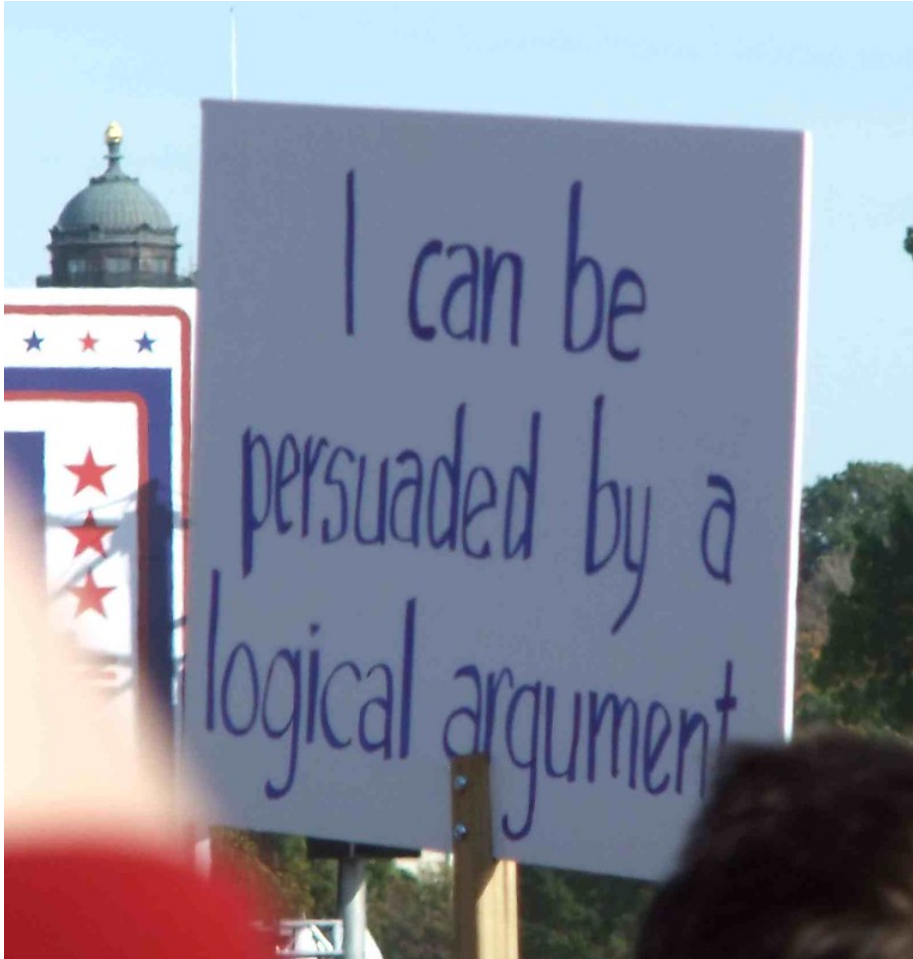
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CHAPTER OVERVIEW

1: What is Persuasion?

Foundations of Persuasion



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Every day we are bombarded by persuasive messages. Some messages are mediated and designed to get us to purchase specific products or vote for specific candidates, while others might come from our loved ones and are designed to get us to help around the house or join the family for game night. Whatever the message being sent, we are constantly being persuaded and persuading others. In this chapter, we are going to focus on persuasive speaking. We will first talk about persuasion as a general concept. We will then examine four different types of persuasive speeches, and finally, we'll look at three organizational patterns that are useful for persuasive speeches.

[1.1: Persuasion - An Overview](#)

[1.2: Types of Persuasive Speeches](#)

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