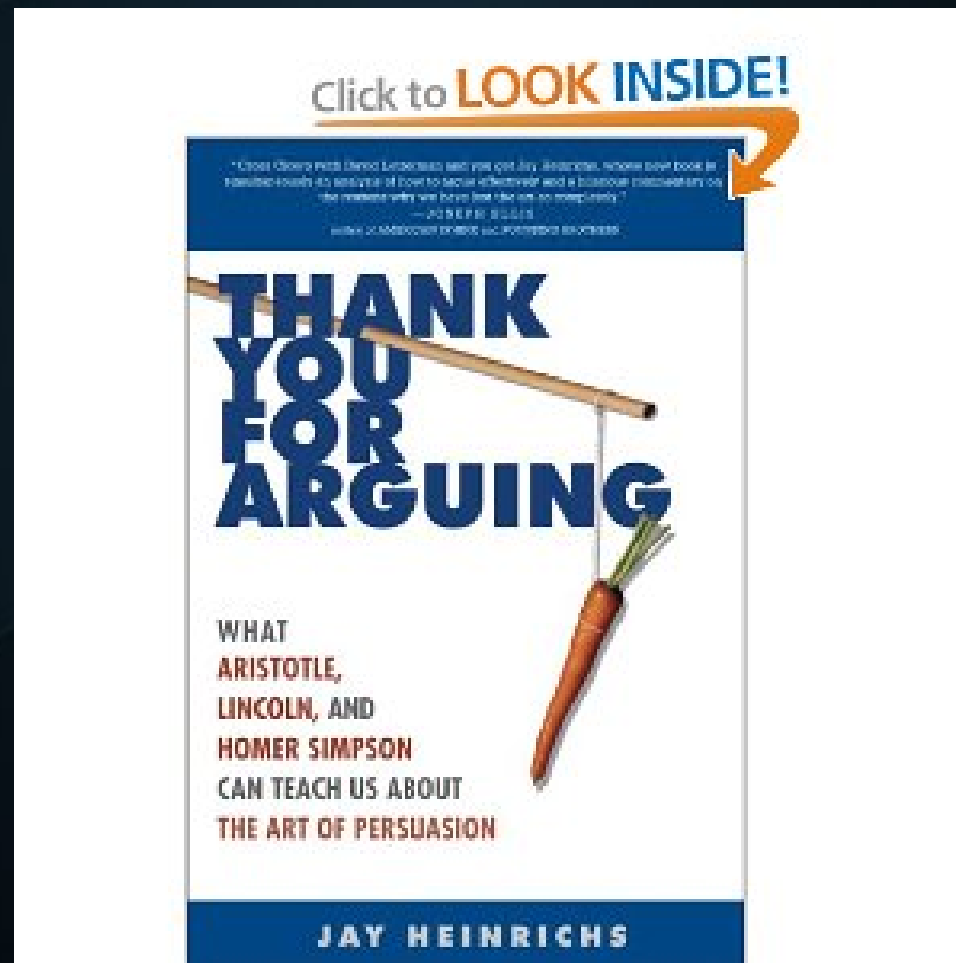


Rhetoric: The Art of Persuasion

(aka, it's sort of amazing what we forget to teach...)



Rhetoric – The Art of Persuasion

Remember, functional language. Think

- Law
- Advertising
- Computer Languages

Speech that DOES

(as opposed to speech that MEANS or DESCRIBES)

Rhetoric – The Art of Persuasion

What is the point of argument/reasoning/discussion?

Rhetoric – The Art of Persuasion

Where does advice on this come from today?

Traditional / Business oriented:

”How to Win Friends and Influence People”

”The 10 Minute Manager”

IT - “Social Engineering”

Relationship oriented (warning, minefield)

Cosmopolitan

”Pick Up Artist”

Rhetoric – The Art of Persuasion

To win a deliberative argument -

Do NOT try to outscore your opponent.

Try to get your way.

"You never win an argument with anyone who #\$&@'s you or signs your checks."

What is your goal?

YOUR GOAL: What do you want from the audience?

AUDIENCE: Must be with you on:

Mood

Mind

Willingness to Act

What is YOUR goal?

ISSUE CONTROL

PAST = Blame (forensic)

PRESENT = Values (demonstrative/tribal)

FUTURE = Choices (deliberative/advantageous)

Which is, BY FAR, the most important in changing reality?

The three types of argument

ETHOS – Values/Character/Decorum

LOGOS – Logic

PATHOS – Emotion

ETHOS

Decorum: Are you a trustworthy ally? (Virtue Signaling)

Nonverbals

Code Grooming

Identity Strategy

Bragging/Witness Bragging

Tactical Flaw (what's your worst quality?)

Switching Sides

"The Eddie Haskell"

ETHOS

Decorum: Are you a trustworthy ally?

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"The Eddie Haskell"

ETHOS

Eunoia (Disinterest)

- Reluctant Conclusion
- Personal Sacrifice
- Dubitatio

PATHOS

Belief

- Experience: Refer to theirs, or plant through a story
- Expectation: Make an audience expect something good or bad to generate emotion

Also: Volume Control

Keep Speech Simple here.

PATHOS

Manipulating Emotion

Volume Control

Simple Speech

Passive Voice to redirect anger

Persuasive Emotions:

Anger

Patriotism

Emulation

Humor

PATHOS: The tricks

- Twist a cliché
- Weigh both sides
- Edit out Loud
- Volume Control
- Word Invention

LOGOS

Deduction - Apply a GENERAL principle to a PARTICULAR matter
(look for "commonplaces")

vs.

Induction - Argument by example - A PARTICULAR matter
becomes a GENERAL principle

LOGOS

Framing

General Strategy:

1. Find the commonplaces
2. Define the issue broadly, using widest values
3. Deal with specific problem/choice using the FUTURE tense

Definition Strategy: Control the language

Term change: Use your preferred definition instead of an opponents

Redefinition: Accept opponents term, but redefine it

LOGOS: Logical Fallacies

Welcome to the dark arts.

Learn to identify them. In case of emergency..

..learn to use them...

LOGOS: Logical Fallacies

Bad Proof

False Comparison - "If two things are similar, then they are the same"

Fallacy of association "ALL BLANK ARE BLANK"

Appeal to popularity - "EVERYONES DOING IT TOO"

Misinterpreting the evidence

Unit Fallacy - Bad math

Fallacy of Ignorance - if UNPROVEN must be false

LOGOS: Logical Fallacies

Bad Conclusion

- Many Questions- Squashes many issues into one
- False Dilemma- Offers the audiences two choices when more exist
- Fallacy of Antecedent- Assumes the now is exactly like the past
- Red Herring- Introduce an irrelevant issue - THE CHEWBACCA DEFENSE
- Straw Man- Set up a different issue thats easier to argue

LOGOS: Logical Fallacies

Disconnect Proof and Conclusion

- Tautology - redundant
- Reductio ad absurdum
- Slippery slope
- Post hoc ergo propter hoc - confusing temporal correlation w/causation

LOGOS: Logical Fallacies

Rhetorical Fouls

Switching tenses away from the future

Inflexible insistence on a rule (God, fingers in ears)

Humiliation - ad hominem

Innuendo - Set out only to debase via implication

Threatening - argumentum ad baculum - denies choice

Nasty language

Utter Stupidity