

Communications Unit 6

Important Terms

- Apathetic audience- audience that has no interest in your topic because its members may not see how it affects them.
- Argument- the rationale for a position in a persuasive speech.
- Cause-effect reasoning- in persuasive speaking, type of logical reasoning that shows how one or more events caused another event or events to happen.
- Comparison and Contrast format- organizational format that uses the pros and cons or similarities and differences of a topic as the organizing strategy.
- Deductive reasoning- thought process that moves from a general statement or principle to reach a specific conclusion and application to specific examples.
- Ethos- in Aristotle's thought, mode of persuasion that appeals based on the speaker's character or credibility.
- Evidence- the facts, examples, statistics, and expert opinions used to support the main points of an argument.
- Inductive reasoning- thought process that uses specific instances or examples to reach a general conclusion.
- Labeling format- organizational format that uses topic subheads as the organizing strategy.
- Logos- in Aristotle's thought, mode of persuasion that appeals to the listener's rationality.
- Monroe's Motivated Sequence- five-step organizational pattern for a persuasive speech, in which the speaker uses the principle of cognitive dissonance to make an audience anxious about an immediate problem or need, then provides a solution.
- Neutral audience- type of audience in which listeners are neither for nor against your argument because they are either ignorant of or undecided about it.
- Opposed audience- type of audience in which listeners disagree with your position.
- Pathos- in Aristotle's thought, mode of persuasion that appeals to the listener's emotions by appealing to his or her needs.
- Persuasion- the process of changing or reinforcing attitudes, beliefs, or behaviors.
- Positive audience- type of audience in which listeners share and support your position.

- Problem-solution format- basic organizational pattern for a persuasive speech, in which a problem then its solution are presented
- Qualitative evaluation- judgments of and observations about a speech.
- Quantitative evaluation- numerical rating of the effectiveness of a speech.
- Question of fact- problem, issue, or matter that can be viewed as true or false.
- Question of policy- problem, issue, or matter proposing a change in policy or plan of action.
- Question of value- problem, issue, or matter involving a strong opinion or attitude.
- Reasoning- process of drawing logical conclusions and formulating arguments from evidence.
- Sequential format- organizational format that presents the topic in the order in which events will occur.
- Situation- term used by Aristotle meaning the place, time, circumstances , and audience for a speech.