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Persuasion

For Internal Circulation and Academic
Purpose Only

Programme Educational Objectives

Our program will create graduates who:

- 1. Will be recognized as a creative and an enterprising team leader.*
- 2. Will be a flexible, adaptable and an ethical individual.*
- 3. Will have a holistic approach to problem solving in the dynamic business environment.*

What is persuasion?

- A communication process in which the communicator seeks to elicit a desired response from his receiver;
- A conscious attempt by one individual to change the attitudes, beliefs, or behavior of another individual or group of individuals through the transmission of some message;
- A symbolic activity whose purpose is to effect the internalization or voluntary acceptance of new cognitive states or patterns of overt behavior through the exchange of messages;
- A successful intentional effort at influencing another's mental state through communication in a circumstance in which the persuadee has some measure of freedom;

Definition

- Persuasion is a symbolic process in which communicators try to convince other people to change their attitudes or behavior regarding an issue through the transmission of a message, in an atmosphere of free choice.
- Examples- goods need to be sold and dues have to be collected.
- When a company wants public's goodwill and investment
- When government need people's service and taxes.

Persuasive communication can be targeted at


- **Cognition.** Persuasion can be used to change individuals' beliefs about an object or an issue, which includes attributes, interpretation, definition, outcome, etc.
- **Attitude.** Persuasion can be used to change individuals' attitude toward an object or an issue, which refers to the categorization of an object or an issue along an evaluative dimension (from negative to positive).
- **Behavior.** Persuasion can be used to change individuals' behavior, which is the overt actions regarding an object or an issue.-[video](#)

Three factors of persuasion

1. Thee **personal character** and **reputation** of the persuader must be respected and accepted by others: people believe what is said or written by the respected and reputed person or organization. This is known as source of credibility.

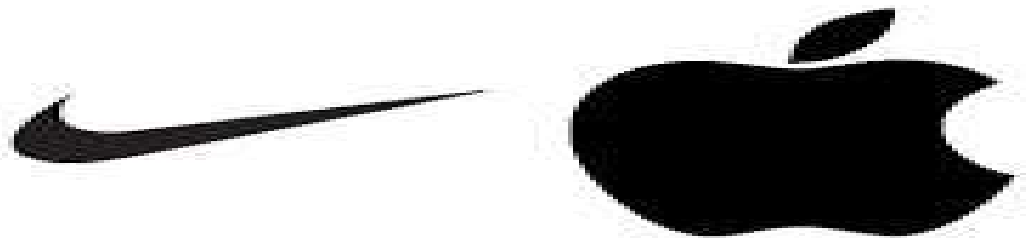
2. The emotional appeal made by the persuader must be suitable and effective

- Every one has three type of needs- Physical needs, Social needs, ego needs.
- Social and ego needs are emotional needs
- Social needs- have friends, social interaction, belong to a group.
- Ego needs- win, be successful, do well, get appreciation and recognition

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3. The logic of the presentation made by persuader must be reasonable. People must be shown how they will benefit by accepting the proposed ideas, views, or actions.

Persuasion is a symbolic process.

- Persuasion also involves the use of symbols, with messages transmitted primarily through language with its rich, cultural meanings. Symbols include words like **freedom, justice, and equality**; **nonverbal signs like the flag, and images that are instantly recognized and processed like the Nike Swoosh or McDonald's Golden Arches.**
- Symbols are persuaders' tools, harnessed to change attitudes and shape opinions.



- <http://www.syntaxxx.com/5-keys-to-successful-logo-design>

Persuasion involves an attempt to influence.

- The persuader must intend to change another individual's attitude or behavior, and must be aware (at least at some level) that she is trying to accomplish this goal.
- persuasion represents a conscious attempt to influence the other party, along with an accompanying awareness that the persuadee has a mental state that is susceptible to change.


Effects of Persuasion

- Miller (1980) proposed that communications exert three different persuasive effects: shaping, reinforcing, and changing responses.
- **Shaping.** Attitudes are “shaped” by associating pleasurable environments with a product, person, or idea.
- **Reinforcing.** Contrary to popular opinion, many persuasive communications are not designed to convert people, but to reinforce a position they already hold.
- **Changing.** This is perhaps the most important persuasive impact and the one that comes most frequently to mind when we think of persuasion. Communications can and do change attitudes.-

Revolutions

Advantages of Persuasive communication

- **Overcome Resistance**
- **Self-Expression-** Influencing skills can help an individual express himself. Making a logical argument that others agree with builds self-esteem. Logical arguments are based in fact and not opinion.
- **Employee Relations**
- **Considerations-** The key to effective persuasion and influence is transparency and honesty. True persuasion does not attempt to trick the listener but instead provides a base of facts the listener can use to support the decision

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- Give an example of a time when you felt that your message was misunderstood or treated with shallow attention.
 - How did you know your message had been misunderstood or rejected?

Exercises

1. Select an **advertisement** that you find particularly effective or ineffective. Why does it **succeed, or fail**, in persuading you to want to buy the advertised product? Discuss your ideas with your classmates.



Persuasion

The term ‘**persuasion**’ means to force someone into something.

The art of persuasion is the art of finding the best available means of moving a **specific audience** in a **specific situation** to a specific decision.

Persuasive communication means, **persuading others to understand what one is trying to communicate.**

- Persuasive communication has one core purpose: **get the readers to support, believe, and act in favour of presenter.**

Persuasive Communication

If you would persuade, you must appeal to the interest rather than intellect



Persuasion is

A way of convincing people

To buy a certain product.

To believe something or to act a certain way.

To agree with a point of view.

Get what you want.

In Any Reaction

- We are thinking about-
 - Our perspective
 - Our feelings
 - What we want
 - Why we want it
- They are thinking about-
 - Their perspective
 - Their feelings
 - What they want

Persuasive Communication Involves Understanding other's perspectives, then connecting your thoughts to theirs.

What we have to do

- List the factors for pitching conversations with target group/
listeners
- Express our understanding of target listeners' need and wants
through questions and statements
- Adopt a series of steps for developing persuasive
conversations

Who do we communicate and persuade in our workplace

- Colleagues
- Managers
- Team members
- Clients
- Who are your target listeners?

In our persuasive communication we need to know

- Identify the benefits- what is in it for me?(WIIFM) for your target audience.
- Help you to select prepare and structure the information according to your audience

WIIFM

- What's new?
- What's Unique?
- What's Different
- What's immediate result/ consequences/rewards?

Pitching the persuasive communication

- Find the right occasion (opportunity)
- Adopt Suitable tone of Voice (e.g. enthusiastic, confident, urgent, earnest)
- Identify the listener- use the pronouns- ‘we’, ‘us’, ‘our’.
- Highlight the key benefits-WIIFM(new/unique/consequences/rewards)
- Use precise words

Pitching the persuasive communication

- Reinforce with the reasons and examples of past success
- Apply non-verbal clues (eye contact, smile, nods) to display confidence and sincerity.
- Give your listeners time to consider and ask questions
- Listen actively

Reference

- Books –
- Raman Meenakshi, Singh Prakash, Business Communication, Oxford University Press, 2006
- Roy W. Poe, Rosemary T. Fruehling Business Communication- Fifth edition, paradigm Publication Inc.
- Williams, Krizan, Logan, Merrier, Communication In Business; Cengage learning.