



SPEECH TO PERSUADE.

1. Problem/Solution.
2. Monroe's Motivated Sequence (next slide).
3. Indirect Proof.
4. Answering Objections.
5. Humor & Satire.
6. Reframing the Issue.



MONROE'S MOTIVATED SEQUENCE.

1. Attention
2. Need
3. Satisfaction
4. Visualization and Contrast
5. Action



RHETORIC

- ❖ The art of using words for persuasion.
- ❖ “The faculty of discovering in every case the available means of persuasion.” Aristotle.