

Name

Professor

Course

Date

Analysis

“Of the means of persuasion provided by way of speech, there are three forms, for some are in the character of the speaker, some consist of putting the hearer into a certain disposition and some are present in the speech itself by showing or appearing to show something.

Persuasion is by mean of character whenever the speech is spoken in such a way as to make the speaker trustworthy ; for we are more persuaded and more quickly , by decent people, about all matters without exception, and completely so in matters in which there is nothing precise but there is divided opinion.” (1356a)

Explanation of the Quote

From this quote, it is clear that the persuasion methods furnished by the spoken word come in three forms. The first type depends on the speaker’s personal character whereby an individual passes information in the way he deems best. The second persuasion method is putting the audience into a particular frame of mind to enable them to concentrate on the message. Also, the third way lies in the proof or perceived evidence that comes from the words of the speech.

Additionally, one can see that persuasion gets achieved by the speaker's personal character when he designs his speech in a manner to convince people that it is credible. Additionally, one can see that it is easier to believe good men more fully and readily than others. Moreover, getting persuaded should have a basis on what a speaker says and not how people perceive his character before he begins speaking.

Analysis of the Quote

On the contrary, some writers assume that the speakers' personal goodness does not matter in his persuading power. Therefore, they do not put an effort to appear elegant or conduct some research to come up with better speech techniques. However, the assumption is false because the speakers' character is the most efficient way to persuade the audience. If an individual appears before the listeners looking unpresentable, people might lose interest and not take his message seriously. Moreover, it might lead to poor message delivery since the audiences' reactions will be apparent that the individual is not welcome. Additionally, it might be difficult to persuade the listeners into adjusting their thoughts to suit those of the messenger. Persuasion only comes through the listeners when the speech positively impacts their emotions, and failure to create an impression may lead to poor reception. When people are satisfied and pleased, they tend to give a better judgment than when they are hostile and annoyed. Also, the context implies that persuasion is only effected through speech when a prove of truth through persuasive arguments is suitable to the case. When it comes to the proof that comes from the words of speech, it will be difficult because some audience may miss the meanings of some words.

Speakers should have personality skills like empathy which entails putting themselves into the listeners' position to evaluate how the speech will make them feel. Additionally, they need authenticity, awareness, and fearlessness to deliver the best speech to their listeners. These attributes make it easier for them to connect with the audiences in the best way possible. Moreover, physical appearance will enhance their listeners' positivity towards the message because they will have confidence in the message giver. Although people claim that the current speechmakers do not, make an effort to appear presentable, it seems to be false. Currently, many speakers understand their audiences' needs and strive to deliver the best speech.

Additionally, when effecting persuasion, the person in command must be clear in his speech and able to reason in a logical way. Also, they should be able to understand the diversity of human characters so that they do not misinterpret the audience's reactions. Therefore, it appears that rhetoric is a part of dialectic and ethical studies which may fairly be political. In fact, neither speech nor dialect is a scientific study of any separate subject, but they both act as faculties for providing arguments.