

# Good critical thinking on persuasion and manipulation

[Government](#), [Capitalism](#)



## 1. Five steps of Persuasion

The key to effective persuasion is excellent communication while influencing.

Persuasion is not about being abrasive or aggressive. Persuasion predominantly means the ability to influence and convince the audience on the merit of the idea, without being disrespectful. Monroe's Motivated Sequence of Persuasion steps are as follows:

- Attention – Attention is getting somebody to listen to your argument and engaging their focus, like using their name, emotion, physical touch when appropriate, etc.
- Need – Having caught the attention to sustain the focus, it is essential that you voice the need in a way that is important to them.
- Satisfaction – Basically, positioning the solution in a way it meets the needs is called satisfaction.
- Visualization – Creation of a picture for the listener of how the situation would be once they accept the position or persuasion.
- Action – The definition of the next step to put the solution in motion. This needs to be done as rapidly as possible, without allowing the other person to change their mind.

## 2. Discussion

The audiences being extremely elitist in their nature and deeply capitalistic in their approach feel that everybody must work for individual needs and that welfare is a waste of state finances, which could be spent on better enterprise. This being the background of the audiences, the statement has been formed that government should withdraw all welfare. The appeal to this set of audience is to their capitalistic bent of mind. This is apparently

believed to be an effective form of persuasion because of the values that the audiences share commonly of self-reliance and competence building in individuals, and a strong belief that there is no lack of opportunity for a competent and enterprising individual to make sustenance.

## **References**

Tschiesche, K. (2012, July 09). The Five Steps of Persuasion - All you need to know. Retrieved from Book Boon: <http://www.bookboon.com/blog/2012/07/the-5-steps-of-persuasion-all-you-need-to-know>