

The Goals of a Persuasive Speech: Convincing, Actuation, and Stimulation

by Sophia Tutorial



WHAT'S COVERED

In this lesson, you will learn about what a persuasive should aim to achieve. Specifically, this lesson will cover:

1. The Goals of a Persuasive Speech
 - a. Convincing
 - b. Actuation
 - c. Stimulation

1. The Goals of a Persuasive Speech

The overall goal of a persuasive speech is for the audience to accept your viewpoint as the speaker.

However, this is not a nuanced enough definition to capture the actual goals of different persuasive speeches.

Persuasive speeches can be designed to convince, actuate, and/or stimulate the audience.

1a. Convincing

A **convincing** speech is designed to cause the audience to internalize and believe a viewpoint that they did not previously hold.

In a sense, a convincing argument changes the audience's mind.

🔗 **EXAMPLE** Suppose you are giving a persuasive speech claiming that Coke is better than Pepsi. Your goal is not just for the audience to hear that you enjoy Coke more, but for Pepsi lovers to change their minds.



TERM TO KNOW

Convince

To make someone believe, or feel sure about something, especially by using logic, argument or evidence.

1b. Actuation

An **actuation** speech has a slightly different goal. An actuation speech is designed to cause the audience to do something, to take some action.

This type of speech is particularly useful if the audience already shares some or all of your view.

↪ **EXAMPLE** At the end of presidential campaigns, candidates begin to focus on convincing their supporters to actually vote. They are seeking to actuate the action of voting through their speeches.



TERM TO KNOW

Actuate

To incite to action; to motivate.

1c. Stimulation

Persuasive speeches can also be used to enhance how fervently the audience believes in an idea. In this instance, the speaker understands that the audience already believes in the viewpoint, but not to the degree that he or she would like.

As a result, the speaker tries to **stimulate** the audience, making them more enthusiastic about the view.

↪ **EXAMPLE** Religious services often utilize stimulation. They are not trying to convince those of another religion to switch religions necessarily; there is an understanding that the congregation already accepts part or all of the religion. Instead, they are trying to enhance the degree of belief.



TERM TO KNOW

Stimulation

An activity causing excitement or pleasure.



SUMMARY

In this lesson, you learned about **the goals of a persuasive speech**. **Convincing** speeches aim to get the audience to change their mind to accept the view put forth in the speech. **Actuation** speeches seek to incite a certain action in the audience. **Stimulation** speeches are designed to get an audience to believe more enthusiastically in a view.

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TERMS TO KNOW

Actuate

To incite to action; to motivate.

Convince

To make someone believe, or feel sure about something, especially by using logic, argument or evidence.

Stimulation

An activity causing excitement or pleasure.