**Chapter 19: Speaking to Persuade**

**Discussion Questions**

1. How do questions of fact and questions of value relate to questions of policy?
2. What is your specific purpose for your upcoming persuasive speech? Evaluate the practicality of this goal given your target audience? How might you revise your goal so that it is more aligned with the audience’s attitudes, beliefs, and values?
3. How might a speaker violate ethical expectations if she or he knows something about the audience’s attitudes, beliefs, and values of the actual audience?
4. According to this chapter, how can a speaker motivate a hostile or disinterested audience?
5. What is the difference between persuasion and propaganda? Is propaganda ethical? Explain.