PROPORTION OF PERSUASION AND CONVICTION IN AN ARGUMENTATION

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When we try to persuade others about the truth or falsity of a disputed matter it is called argumentation.

Argumentation uses persuasion and conviction. Persuasion appeals to the emotions; it seeks to produce action. On the other hand conviction appeals mainly to logical reason; it seeks to move the mind. Argumentation seeks to persuade others that certain ideas are true or false (conviction) and to encourage them to act in accordance with the truths presented and accepted (persuasion).

Persuasion is an important adjunct to conviction because conviction alone is likely to leave the person cold and unmoved. A man maybe convinced by an argument on the cancer hazards of smoking but he may still not give up the habit of smoking unless persuasion is used.

The proportion of conviction and persuasion in an argument depends on several factors.

If the audience in highly educated and intelligent more conviction should be used. It is generally accepted fact that the more intelligent and educated a person, the more he is moved by reason and less by passion.

If the audience is hostile or indifferent more persuasion should be employed.

If the speaker wants to produce action, he should use more persuasion. Debaters use more conviction, as a rule; political speeches and editorials use more persuasion.
Conviction concerns about influencing mental states by the means of reason whereas, persuasion concerns the end of influencing behavior by the means of emotion.

In general, the more intellectual the issue, the more likely the writing task involves an argument to convince rather than to persuade. For example, in most philosophy or science assignments, the writer would usually focus on conviction rather than persuasion, confining the argument primarily to reasons and evidence. But when working with public issues with matters of policy or questions of right and wrong, persuasion is usually appropriate.

References:

https://www.researchgate.net
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