

# The Playbook of Persuasive Reasoning

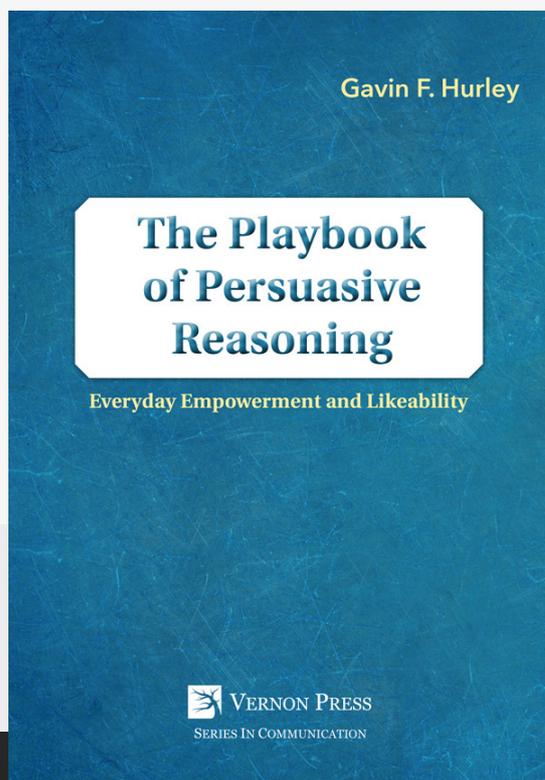
## Everyday Empowerment and Likeability

Gavin F. Hurley (Lasell College)

SERIES IN COMMUNICATION

### Summary

'The Playbook of Persuasive Reasoning: Everyday Empowerment and Likeability' provides an easy, practical guide to the strategies of persuasive reasoning, which Gavin Hurley argues is crucial to all effective communication. Helping professionals and students to become better and more likeable communicators, this fundamental "playbook" outlines numerous eye-opening communicative maneuvers for readers of all levels and backgrounds. It offers a unique approach to argumentation and persuasion and moves away from the more conventional methods which are often overtechnical, unnecessarily complex or too science oriented. Hurley demonstrates how to successfully apply these strategies of cooperative argumentation to your life in order to succeed professionally, socially and cerebrally. This he argues, will allow you to empower your messaging and increase your social magnetism. 'The Playbook of Persuasive Reasoning' is a down-to-earth guide on effective rhetorical strategizing. It is written for everyday application, based on everyday examples, and embedded in everyday language. Today, successful communication is a highly sought-after trait by international employers, clients, and customers alike. Gavin Hurley shows how a wide range of people can benefit from learning how to deliver more abstract material in an effective manner: both verbally and written. This guide is particularly appealing for professionals, including business managers, as well as academics and students, including public intellectuals. 'The Playbook of Persuasive Reasoning' is a useful book for anyone wanting to enrich their skills and strengthen their powers of communication in order to have a social and professional advantage.



### Contents

- List of Tables
- Foreword
- Introduction: What is persuasive reasoning?
- Dialogue
- The advantage of reasoning
- Artistic architecture
- Chapter One Invention: the fundamentals of persuasive reasoning
  - Section one: gathering supplies
  - Section two: reasoning
  - Section three: evidence, examples, and counter-stances
  - Section four: writing tips and takeaways
- Chapter Two Arrangement: positioning your influence
  - Section one: order
  - Section two: introducing your reasoning
  - Section three: arranging the body of your reasoning
  - Section four: ending your reasoning
  - Section five: placement of counter-stances
  - Section six: writing tips and takeaways
- Chapter Three Style: clothing your reasoning
  - Section one: word choices
  - Section two: repetition
  - Section three: resemblance claims (the art of analogy)
  - Section four: phrasing your claims
  - Section five: writing tips and takeaways
- Chapter Four Memory: persuasion as second skin
  - Section one: flexing forethought
  - Section two Imitatio: reading the world with purpose
  - Section three: final thoughts
- Chapter Five Delivery: commanding attention
  - Section one: delivery fundamentals
  - Section two: peace and presence
- Chapter Six Empowerment: living persuasive reasoning
- Works cited
- Further reading
- Exercises
- Adapting to an audience
- Invention
- Invention, arrangement, style, and memory
- Index

### About the author

Dr. Hurley teaches courses in Ethical Reasoning as well as Persuasive Writing at Lasell College in Newton, Massachusetts. He leads a knowledge-hungry student audience at Lasell College where he helps to build practical skills and professional acumen. Dr. Hurley has taught persuasive writing and argumentation for eight years at several higher education institutions. A specialist in the field of persuasive writing and reasoning, Gavin F. Hurley earned his PhD in Writing and Rhetoric from the University of Rhode Island, a B.A. in Philosophy from Saint Joseph's University (Philadelphia, PA) and an M.A. in Writing Arts from Rowan University (Glassboro, NJ). He has also published numerous articles on rhetoric, persuasion, and argumentation in scholarly collections as well as in peer-reviewed journals.

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