
BBC LEARNING ENGLISH

English Together

Persuasion



This is not a word-for-word transcript

Caalii

Yooyyaa! Gara English Together kan mata duree tibbanaa irratti mari'annuufi qooqa ittiin dubbachuuf si barbaachisu siif qoodnutti бага nagaan dhufte. Ani Caaliidha. Akkasumas Fiiliifi Saam na waliin jiru.

Phil

Hi, I'm Phil.

Sam

And I'm Sam, hello.

Caalii

Kutaan har'aa waa'ee amansiisuti. Egaa waa'een namoota gurguurtaarra hojjetanii gaaffachuun haa eegallu - Hojiinsaanii waa'ee amansiisuurratti kan xiyyeeffatuudha. Akka barruun Behavior and Human Decision Processes jedhutti, hojjattoota gurgurtaatti maal yoo agarsiisan, akkaataan raawwii hojiisaanii dabalee akka mul'atu ta'aa?

- a) Baay'ina gurgurtaasaanii torban keessatti godhanirrattii?
- b) Bonasii ykn galii dabalata argataniin maal bituu akka danda'anirrattii?
- c) Suuraa atileetii milkaa'aa tokkoo.

Fiil ati maal yaadda?

Phil

I really don't know.

Sam

If people see their sales figures, they can work out what they need to do to improve – facts, logic and reason – that's what it's all about.

Caalii

'Waan fudhatamaa' 'Logic' dubbatte Saam; Radiyoo BBC 4 sagantaa Hara'aa kan Jeey Heenrichs waa'ee akkatti nama tokko amansiisan gaafiifi deebii taasise kana caqasi - 'logic'

irratti ilaalcha ifa ta'e qaba.

Insert

Well, the first thing I say, I get straight from Aristotle who, as you know, wrote the book on logic as we know it today. Aristotle himself said that logic is not the most powerful tool of persuasion. Now here I am on a highly logical programme, so forgive me for this, but Aristotle actually said that if you can get people to like and trust you, that's the more powerful tool.

Caalii

Egaa logic amansiisuuf mala haalaan gaarii ta'e miti – sanaaf maal jetta Saam?

Sam

Yeah, I'm not convinced – If you make a logical argument, using facts, people will be persuaded.

Phil

But we deal with people, not computers – and people sometimes make decisions illogically. We learnt from that interview that people need to have the trust of the other person to be persuasive.

Caalii

Egaa 'trust' jechuun amanuudha...' Why do you think it is so persuasive?

Phil

OK, think about when you go shopping – do you sit down, compare prices and quality and make a logical decision, or do you go for the shop, or brand that you trust? A shop might be very cheap, but if you are distrustful of the brand, you probably won't buy anything.

Sam

I am very trusting of logic. I like to compare all the prices. You can have a look at my spreadsheet if you want?

Phil

Yeah, that sounds fun. I use trust when I'm choosing where to shop, and I use trust when I choose who to believe and an important part of that for me, is their credibility.

Caalii

'Credibility' jechuun 'amanamummaa' - waa'ee wanta dubbatanii tokko beekusaniif.

Sam

If I show people when their logic is flawed – I'm sure that will help them see my credibility. I don't think they like it when I do it, though.

Phil

Well, that's the other thing that we heard about – Aristotle said it was important to get people to like you. You need to build a relationship.

Caalii

I definitely agree, gorsi an walquunnamtii dagaaggsuurratti 'building a relationship' is to observe honesty and mutual understanding kan jedhuudha.

Phil

If you are good at relationship building, and can show people that you are credible and get them to trust you – then you will have a much better chance of persuading them.

Sam

Maybe that's where I've been going wrong.

Caalii

Tole, gaafii jalqabarra siif dhiheesse yaadattaa....hojjattoota gurgurtaatti maal gaafa agarsiifamu, raawwiin hojiisaanii dabaluuf amansiifamu kan jedhu baruuf kan gaafatame ture.... akka 'Organizational Behavior and Human Decision Processes'tti deebiinsaa: C) suuraa atileetii milkaa'aa tokkootti.

Sam

That doesn't sound very logical!

Phil

See, it's not always about logic. These things can be complicated. Have I managed to persuade you yet? Do you trust me?

Sam

Hmm, I'm not so sure – have we built a good enough relationship yet, Phil?

Caalii

Xumuruu keenya dura, jechoota har'a hanga yoonaaatti dubbachaa turre haa'ilaallu - 'logic'

jechuun 'waan fudhatamaa; 'trust' jechuun amanuu; 'credible', jechuun amanamaa, akkasumas 'building a relationship' jechuun walquunnamtii dagaagsuu. Turtii waliin qabaanneef galatoomi, barnoota dabalataa “English Together”n torban ittaanu walitti deebina. Nagaatti.