
BBC LEARNING ENGLISH

English Together

Persuasion



This is not a word-for-word transcript

አቕራቢ ቋንቋ ትግርኛ

ሰላም፡ እንቋፅ ናብ መደብ English Together ብድሓን መጻእኩም፡ ኣብዚ መደብ'ዚ ብዛዕባ እዋናዊ ኣርእስቲ ክንመያየጥ ኢና። ብእኡ ኣቢልና ድማ ብዛዕባኡ ንምዝራብ ዘኸእል ቋንቋ ክነስንቐኩም ኢና። ኣነ ተኸልማርያም ባኪት'ዮ። ምሳናውን ፊልን ሳምን ኣለዉ።

Phil

Hi, I'm Phil.

Sam

And I'm Sam, hello.

አቕራቢ ቋንቋ ትግርኛ

ናይ ሎሚ ምርእት ብዛዕባ ከመይ ገይርካ ንሰባት ከተረድእ ከም እትኸእል ክኸውን ኢዩ። ስለዚ ብናይ ሺቃጦ ሕቶ ንጀምር- ስርሖም ንዓማዊሎም ምእማን ምኸእል ኢዩ። ብመሰረት ጆርናል Organizational Behavior and Human Decision Processes ንወክልቲ ንግዳዊ ትካላት እንታይ ምስ እንርዮም ኢዮም፡ ኣብ ስርሖም ምምሕያሽ ዘርእዩ?

ሀ) ቁጽሪ ሰሙናዊ ሸያጥ'ዶ ይኸውን

ለ) ነቲ ዝረኽብዎ ሞቕሽሽ ከመይ ገርም ከምዝጥቀሙሉ

ሐ) ስእሊ ናይ ዕዉት ኣትለት

እንታይ ኢዩ ኢልካ ትሓስብ ፊል፡

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.

አቕራቢ ቋንቋ ትግርኛ

ሳም 'logic' ስነ-መገት ጠቕሲካ፡ ነዚ ካብ ፊደዮ 4's ቱዲይ ፕሮግራም ብዛዕባ 'logic' ቅነዕ ሓበሬታ ናይ ዘለዎ ጆይ ሄንሪቸስ፡ ከመይ ገርካ ንሓዲ ሰብ ከተእምን ከምእትኸእል ንስማዕ።

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.

አቆራቢ ቋንቋ ትግርኛ

ስለዚህ 'logic' ንሰባት መጻመኒ ዝበለጸ መሳርሒ ኣይኮነን-ነዚ እንታይ ትብሎ ሳም፤

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.

አቆራቢ ቋንቋ ትግርኛ

ስለዚ 'trust' ማለት እምነት ኢዩ...! I find people who ሐቂ ዝዛረቡ፡ ቅኑዓት፡ ኣብ ቃልካ ምጽናዕ፡ እሙናት ኣብ ባህልና more trustworthy ኢዮም. But 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.

አቆራቢ ቋንቋ ትግርኛ

'Credibility' ተአማንነት ማለት ኢዩ - ብዛዕባ እቲ ዝዛረብዎ ኣፍልጦ ዘለዎም እንተኾነ I think the best way to show that someone is credible is ኣብ ቃሎም ዝጸንዑ፡ ዝበልዎ ዝደግሙ ኣብ ባህልና እሙናት ሰባት ኢዮም።

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.

አቕራቢ ቋንቋ ትግርኛ

I definitely agree ምክረይ ብዛዕባ 'building a relationship' ኣተሃናንጻ ምሕዝነት ከኣ ብምሕዝነት፡ ሐበራዊ መረዳኢታ፡ ሓልዮት ጌርና ክንሓንጻ ንክእል።

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.

አቕራቢ ቋንቋ ትግርኛ

ሕራይ፡ ጽቡቕ እታ ኣቐዲምና ናይ ፈተነ ሕቶ ዝሃብኩኹም ትዝክርዎ ዶ. . . ንወክልቲ ንግዳዊ ትካላት እንታይ ምስ እንርዮም ኢዮም፡ ኣብ ስርሓም ምምሕያሽ ዘርእዩ? እታ መልሲ ብመሰረት ጆርናል Organizational Behavior and Human Decision Processes ከኣ ሐ) ስእሊ ናይ ዕውታ ንያያይ ኢዩ።

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?

አቕራቢ ቋንቋ ትግርኛ

ንስኹም ከ፡ እንታይ ትገብሩ ን 'build a relationship'፣ 'logic' ዶ ወላ 'trust' ትጥቀሙ፣ ንሓደ ሰብ 'credible' ዝገብር እንታይ ኢዩ፣ ቅድሚ ምክድና ብዛዕባ እቶም ሎሚ ዝተማሃርናዮም ቃላት ክንርኢ - 'logic' ማለት ስነ-ሓሳብ 'trust', ማለት እምነት 'credible', ማለት ክእመን ዝክእል ከምኡ እውን, 'building a relationship' ማለት ምሕዝነት ምድልዳል, ምሳና ሓቢርኩም ብምጽናሕኩም እና ኣመስገና ኣብ ዝመጽእ ሰሙን English Together የራኸበና