



# LANGUAGE FOR PERSUASION

**SESSION 7**



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## Discussion Question

1. What is “PERSUASION”?
2. Do you remember the last time you persuaded someone to do something? When, Who, What?

## DEFINITION: PERSUADE AND PERSUASION

(Cambridge Online Dictionary)

- To PERSUADE: to make someone do or believe something by giving them a good reason to do it or by talking to that person and making them believe it:
- *If she doesn't want to go, nothing you can say will persuade her.*
- So, PERSUASION:

The action of persuading someone (making someone do something or believe something) by giving them a good reason to do it.

# 3 Modes of Persuasion

## ETHOS (CREDIBILITY)

The professors are graduates from world-class universities.

Persuading people to study at university X



You will not regret studying here

**PATHOS**  
(EMOTION)  
TEACH A COURSE



75% of its graduates got high paying jobs

**LOGOS**  
(LOGIC)

## TYPES OF PERSUASION

1. Ethos – Credibility – show the quality or credibility of the source
2. Pathos – Human emotions – show empathy, enthusiasm and positive emotions
3. Logos – Support with relevant Facts

(Source: <https://owl.excelsior.edu/rhetorical-styles/argumentative-essay/argumentative-essay-modes-of-persuasion/>)



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# BUILDING ARGUMENTS

Look at the situations A-C.  
What arguments could you  
use to persuade your friend?

## Situation A

Your friend (fresh graduate)  
isn't sure she/he should  
accept a new job out of  
town. These are his/her  
reasons.

1. Out of town - far from home
2. Low starting salary
3. Far from friends



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# BUILDING ARGUMENTS

## Situation B

Your friend (who lives in the suburbs) isn't sure to buy an apartment in town to be close to work. Below are his/her reasons:

1. Need a lot of money
2. Far from family during workdays
3. Need to stay in the same company until installments paid out.





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# BUILDING ARGUMENTS

## Situation C

Your friend isn't sure they should take up a foreign language class that he/she needs for further studies. It is a weekend class. Below are his/her reasons:

1. No relaxing time on weekends
2. Need to finish it in 4 months
3. Doesn't know anybody yet



## STATING YOUR POINT/STAND: Match column A and B

1. I think you should ...
  2. In my opinion, you must ...
  3. I'm sure you will ....
  4. Why don't you ....
  5. Why not ....?
  6. If I were you, I would ....
  7. I think it would be good if you ....
- A. Take the job
  - B. Take the scholarship
  - C. Buy the apartment
  - D. Report it to the authority
  - E. Find another job
  - F. Apply for the scholarship
  - G. Take the housing plan offered by the company



# BUILDING YOUR ARGUMENTS

- Build your arguments convincingly (Ethos, Pathos, Logos).
  - Build your arguments systematically (First, next, then, In addition, moreover, finally)
  - End your arguments with your final statement and invitation to ACT.
- First, ....
  - In addition, ....
  - Another reason is ....
  - Next, ....
  - Then, ....
  - Moreover, ....
  - Finally, ....

## LANGUAGE EXPRESSIONS FOR PERSUASION

1. **Don't you think that** it would really help you find a better job?
2. **I'm sure that** you can work out a good payment plan.
3. **Can't you see that** this is a once in a lifetime opportunity?
4. **Just imagine** you can start earning money!
5. **It would be silly not to** take advantage of this great opportunity!
6. **You should think about it.** If not now, then when?
7. **Keep in mind that** it is an indispensable skill these days.
8. **I'm telling you** it's a great investment.
9. **Just picture yourself** on this beautiful terrace overlooking the city
10. **You won't be sorry** if you try!
11. **There is no doubt** that this position is a step up for you.
12. **Why don't you ask** a friend to sign up with you?

## DIALOG

**A** : Hi Ben. I need your help.

**B** : Sure, Alex. What can I do for you?

**A** : I got this job offer. I don't know whether I should take it or not because it's out of town.

**B** : What's the job about?

**A** : It's working for a multinational company as a sales assistant.

**B** : Hm... Don't you think that it would be a stepping stone to get a better job in the future?

**A** : Yeah... I guess so. But, the salary is below what I expect to get.

**B** : C'mon. Getting a job right now is not easy and working for a multinational company is once in a life-time opportunity.

**A** : Well. Out of 100 applicants, only 3 people got accepted, including me.

**B** : Lucky you. And, you can start earning money to buy whatever you need.

**A** : Maybe you're right. So, I should take the job, right?

**B** : I think so. Just try it.

**A** : Thank you for your advice.





## STUDENT A

1. Help?

4. Problem?

5. Doubt 1?

7. Doubt 2?

9. Doubt 3?

12. Your decision?

13. Thank you!

## STUDENT B

Role Play: Use the clues to help you prepare for a role play





## STUDENT A

Ask for help.

Problem: scholarship,  
study abroad, confused

Doubt 1: Leaving family  
for at least 1 year

Doubt 2: Go to a foreign  
country – new culture

Doubt 3: Afraid not getting  
a job when return

Decision and thank you

## STUDENT B

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Facts don't persuade,  
feelings do. And stories  
are the best way to get at  
those feelings.

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TOM ASACKER

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## PERSUASION TIPS

- Show **credibility** (Ethos)
- Demonstrate **Clear logic** (logos)
- Highlight **Emotional appeal** (pathos)
- **Leave the decision to the audience**





THANK YOU!

GOD BLESS YOU.