

# LANGUAGE FOR PERSUASION

**SESSION 7** 



#### **Discussion Question**

- I. 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 <u>believe</u> something by giving them a good <u>reason</u> to do it or by <u>talking</u> to that <u>person</u> and making them <u>believe</u> it:
- If she doesn't <u>want</u> 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.

TEACH A COURSE

#### 3 Modes of Persuasion

The professors are **ETHOS** graduates from world-(CREDIBILITY) class universities. Persuading people to study at university 75% of its graduates got high paying You will not iobs regret studying here **PATHOS** LOGOS (LOGIC) (EMOTION)

# TYPES OF PERSUASION

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

(Source: https://owl.excelsior.edu/rhetoricalstyles/argumentative-essay/argumentativeessay-modes-of-persuasion/)

#### 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



## 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.



### 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

- I. 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

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#### 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, ....

**TEACH A COURSE** 

#### 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

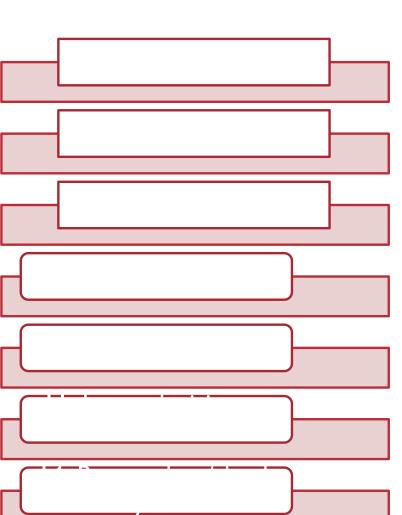
- : Hi Ben. I need your help.
- : Sure, Alex. What can I do for you?
- : I got this job offer. I don't know whether I should take it or not because it's out of town.
- : What's the job about?
- : It's working for a multinational company as a sales assistant.
- : Hm... Don't you think that it would be 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.
- : 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.
- : Lucky you. And, you can start earning money to buy whatever you need.
- : Maybe you're right. So, I should take the job, right?
- : I think so. Just try it.



#### STUDENT A

#### STUDENT B

- I. Help?
- 4. Problem?
- 5. Doubt 1?
- 7. Doubt 2?
- 9. Doubt 3?
- 12. Your decision?
  - 13. Thank you!







#### STUDENT A

STUDENT B

Ask for help.

Problem: scholarship, study abroad, confused

Doubt I: Leaving family for at least I year

Doubt 2: Go to a foreign country – new culture

Doubt 3: Afraid not getting a job when return

Decision and thank you

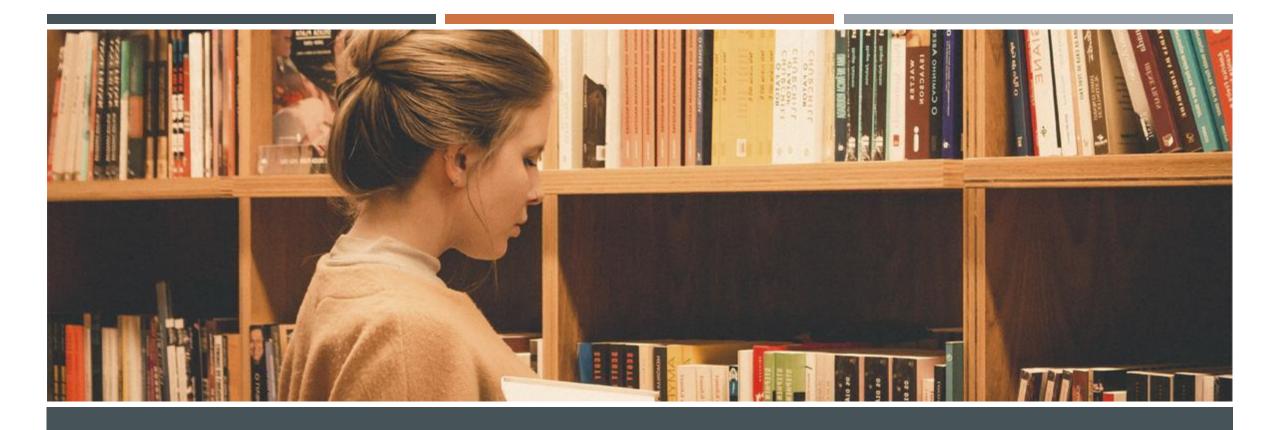


# Facts don't persuade, feelings do. And stories are the best way to get at those feelings.

TOM ASACKER

#### PERSUASION TIPS

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



# THANK YOU!

GOD BLESS YOU.