

Before you watch

A

Discuss the questions with a partner. Share your answers with the class.

- What does *persuasion* mean for you?
- When can persuasion be used?
- How do you persuade somebody?

B

Read the definitions of *persuasion* below. Which do you think relates the most to the role of persuasion in professional communications? Explain your answer.

- To sell products, influence others to perform well, and increase productivity
- To change a person's belief and understanding of something and reinforce it
- To influence others' opinions and decisions using supporting facts and arguments

Video

A

Watch the video and choose the correct option.

- It is important to state your viewpoint in _____.
 - one paragraph
 - one sentence
 - one speech
- When you describe the qualities that make you an authority on the topic, you _____.
 - build credibility
 - show your experience
 - show you are smart
- When you show you care about the problem and the people who experience it, you _____.
 - show you are emotional
 - show that you are appealing
 - show empathy
- You become more persuasive when you use _____.
 - a connection between logic and emotion
 - a logical progression of ideas in your discussion
 - a structured viewpoint and discussion

5. People who effectively _____ can motivate, inspire, and lead others to do great things.

- a. study law
- b. empathise
- c. persuade

B

Choose if the statement is *True* or *False*.

- | | |
|---|---------------------|
| 1. Stating your main viewpoint creates a strong starting point for persuasion. | True / False |
| 2. You should state your authority on the subject at the end of the discussion. | True / False |
| 3. Appealing to your audience's emotions is persuasive. | True / False |
| 4. When you structure your viewpoints logically, they become less persuasive. | True / False |
| 5. Only people who study law can be great speakers. | True / False |

C

Match the situations to the corresponding tips for persuasion.

- | | |
|---|----------------------------------|
| 1. Theodore introduced himself as the guest speaker and stated that he had worked for 15 years teaching students in Asia and Africa. He said he has a master's degree in Linguistics. _____ | a. Clearly state your viewpoint. |
| 2. He opened his discussion by saying, "According to research, learning at least one or more foreign languages at an early age can benefit a person's mental, emotional, and social development." _____ | b. Use logic. |
| 3. He said that he understood that it could be difficult for many to travel and truly immerse in the language and culture because he struggled financially to do so, but that didn't stop him from finding other ways to learn languages. _____ | c. Appeal to emotion. |
| 4. After stating his main viewpoint, he asked the audience if they think learning a foreign language is important. Then, he discussed how language works and how it affects a person's mental, emotional, and social skills. He gave real-life examples and findings from his research to support his viewpoints. _____ | d. Build your credibility. |

Digital skills focus

A

Choose the situation that shows effective persuasion.

- During their video conference, Iván tried to persuade the manager that they could spend lower costs on storage if they followed the concept he created. He showed a visual presentation, statistics in graphs, and supported forecasts of how much they could save.
 - During their video conference, Iván tried to persuade the manager that they could spend lower costs on storage if they followed the concept he created. He told them that he thought the current process was ineffective and that his method would save them more money.
- A client has decided not to renew her contract with our company, so I decided to call her. She discussed the issues she encountered with our service, and I explained why each happened. I told her that our company is the best in this industry and that she would never find anything better if she didn't work with us.
 - A client has decided not to renew her contract with our company, so I decided to call her. She talked about the issues she encountered with our service while I listened attentively. I told her that I understood her decision. I emailed her a list of proposals for addressing the issues if she's willing to reconsider.
- It's Anna's first online interview. She has no work experience but figures she can make something up so her CV can look better. She also adds a long list of achievements and awards she received while studying at the university.
 - It's Anna's first online interview. She has no work experience, and she is honest about it. She highlighted her skills instead, especially those applicable to the job. She also highlighted her objectives and the contributions she can bring to the company.
- During the town hall meeting through video teleconferencing, Gemma was given a chance to convince the administration to open a wellness centre for women in their building. Her opening speech discussed the importance of the wellness clinic that will cater to the needs of the 600 female workers employed by the company, 60% of whom are working mothers.
 - During the town hall meeting through video teleconferencing, Gemma was given a chance to try to convince the administration to open a wellness centre for women in their building. Her opening speech discussed the problems women have been facing at work and the inadequate responses of the company to resolve them.

Language focus

A

Choose the more persuasive option to complete the sentences.

1. We **propose** / **demand** that a psychological exam be included in the recruitment process.
2. **I want to show you** / **I want you to know** the sales projection if we use this new sales strategy.
3. **In my opinion** / **From my years of experience**, I can say that it's impossible to finish the project in just one month.
4. **Unlike you** / **Like you**, I've also experienced working long hours, so your concerns are valid.
5. John's extensive market research **presents that** / **proves that** more people are opting for digital services and transactions.
6. **I am confident** / **I believe** that if we keep providing quality services to our clients, our sales will keep up.

B

Make the sentences persuasive by choosing the correct adjectives from the box.

accurate profitable strongly recommend effective outstanding confident

1. I have great trust in our product. I am _____ that our customers will love it, too.
2. These results are _____ because our marketing team did extensive research and calculations.
3. Their presentation shows that this new business proposal will be _____ because it will bring good income to the company.
4. Their proposal convinced me. Their marketing strategy seems very _____.
5. Mina is one of our best graphic designers, and she has excellent administrative skills. I _____ her to lead the design team.
6. He has received several awards and recognition for his _____ work in engineering.

C

In pairs or groups, prepare notes for a persuasive presentation about an issue at work or in your community that you would like to change or improve. Use persuasive language to convince your audience. Make sure to support your statements with facts and evidence.

Digital communicative task

A

Prepare a short video using persuasion to talk about something that you like or love.

- Select a topic for your video.
- Establish your main viewpoint and the details to support it.
- Choose the persuasive language that you will use and make an outline of what you are going to say.
- Review your outline and ensure a logical progression in your viewpoints and details.

B

Share your video with your classmates. Ask them for feedback on whether they feel "persuaded" to find out more about your topic.