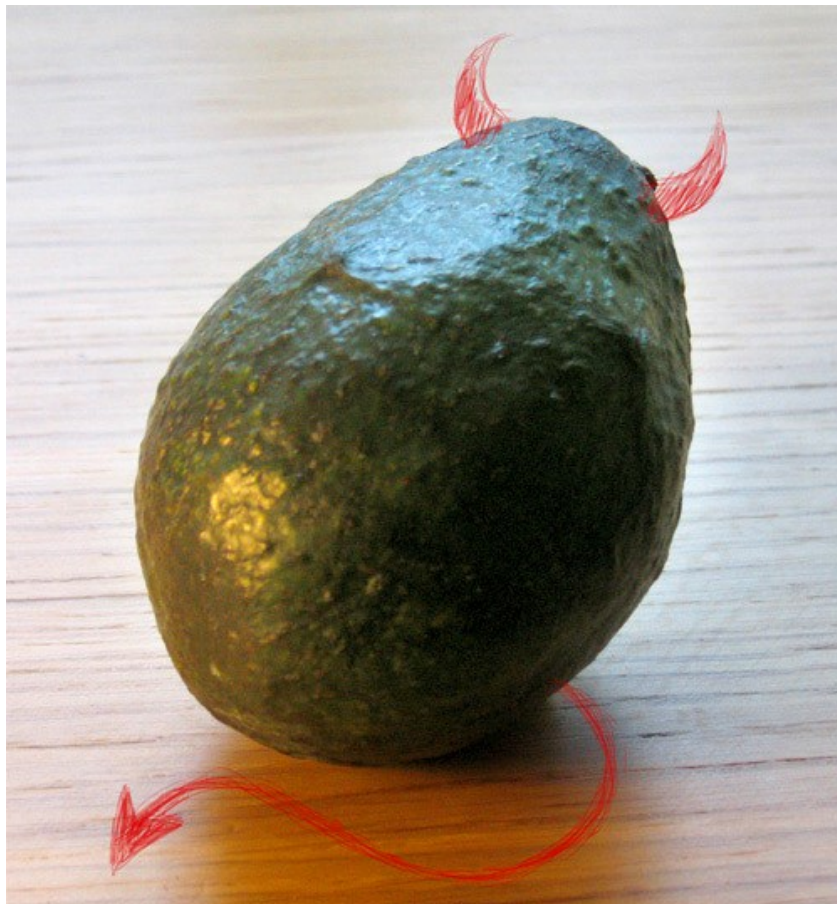


## B5—Professional Communication

### B5 Devil's advocate

How to convince with arguments ?



## B-PRO-500 Devil's advocate

binary name: devils\_advocate.pdf

Delivery method: Github



Write a clear and **convincing argument** for one of the causes of your choice from the two following scenarii :

**Scenario 1:**

You are a part of an organization (your choice: parent-teacher association, group of researchers, think tank, university, civic association, NGO, etc.), and you have been invited to a conference on the topic of the impact of AI on society. You believe that AI should be more strictly regulated. Write the speech you will deliver at this conference to convince an audience composed of policymakers and industry leaders.

**Scenario 2:**

You have formed a collective of EPITECH students, and you have decided to write a letter addressed to the CEO to persuade them of the necessity to teach computer ethics starting from TEK1 at EPITECH.

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You take on the role of "devil's advocate" to carry out this project, which means that you will have to defend with convincing arguments a cause which may be different from your own convictions.

Among the arguments you are going to use, you must use **3 of these 4** types of arguments:

- a concrete example drawn either from your personal experience, or from a current event or a historical fact;
- numeric data (statistics, budget...);
- a scientific, sociological or economic study or a legal argument;
- a cause and effect argument.



Your argument is NOT an essay made up of generalities, but a precise note supported by concrete arguments. Develop this text by necessarily using several types of arguments (see for example the types of arguments offered in the e-Learning Argumentation course) and ensure its credibility. Arrange them consistently.

In order to make your pitch effective, be sure to respect the following points:

- before presenting your arguments, take the time to precisely define your cause. For instance, if you select Scenario 1, which rules do you consider essential to implement, and why?
- produce a professional quality document that contains, among other things, all the identification information (date, author, context). So, if you choose to write a letter, you must include the complete address blocks, the date and place of sending, a subject and a signature. If you are writing an speech, you need to write a title and a date and an author. ;
- investigate, consult other people: ask their opinion on the chosen topic;
- look for the arguments already developed on the question: the Internet is your friend;

Be sure to read the next page =>

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- learn about the different types of arguments;
- **find examples, facts** which illustrate concretely what you have to say;
- **cite the source** of the information and ideas found if you use them. Doing so, you must respect the APA reference system (eg <https://www.scribbr.fr/normes-apa/citer-des-sources-dans-le-texte-avec-apa/>);
- test your arguments between yourself or on relatives: are they clear and concise? can they easily be refuted?
- write short, simple and fluid sentences;
- air your writing and give it a clear and neat presentation;
- imperatively check the spelling and grammar of your text before submitting your project;
- please notice that for this project, there is no specified word count or length requirement. Therefore, write your argument with the aim of making it effective; do not create sentences simply to fill as much text as possible, as it is counterproductive.