

Communications 1

Week 6

Activity Directions



Warm-up Discussion

- 1) What was successful about your interview?
- 2) What insights did you find most valuable?
- 3) What difficulties or challenges did you face?

Activity Directions



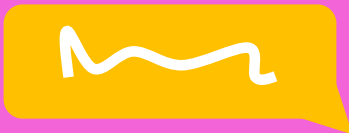
What do you think?

SQL is easy to learn.

Of course, other
subjects are much more
complex or nuanced.

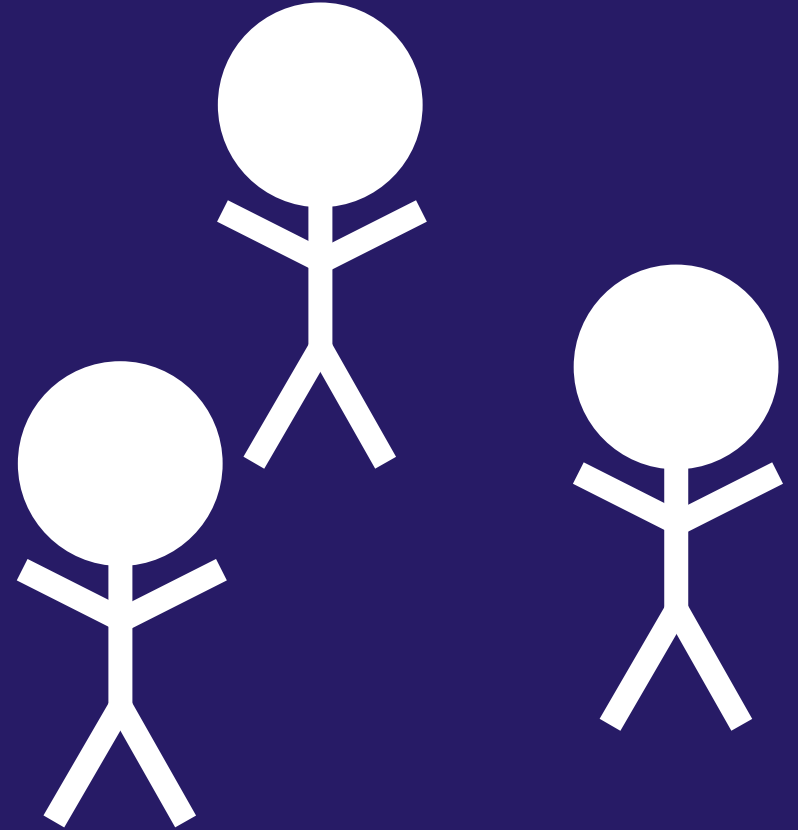
- Microsoft Azure is better than Amazon AWS
- New programmers should learn Python instead of Java
- Code readability is more important than code performance.

Activity Directions



List some examples within your field or society that require persuading others.

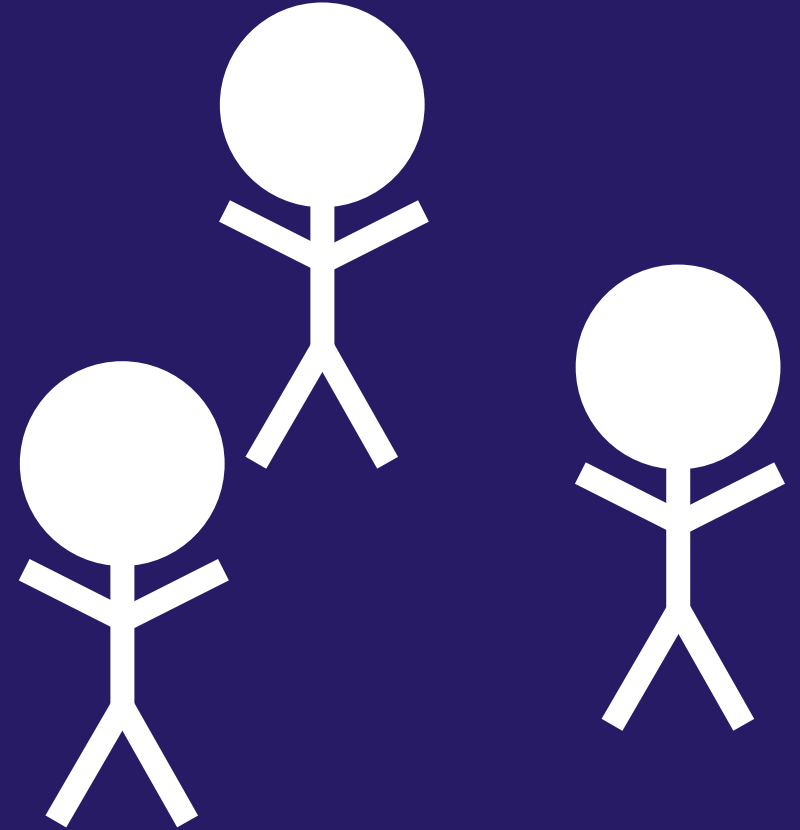
Make a claim



Make a claim



Support the claim



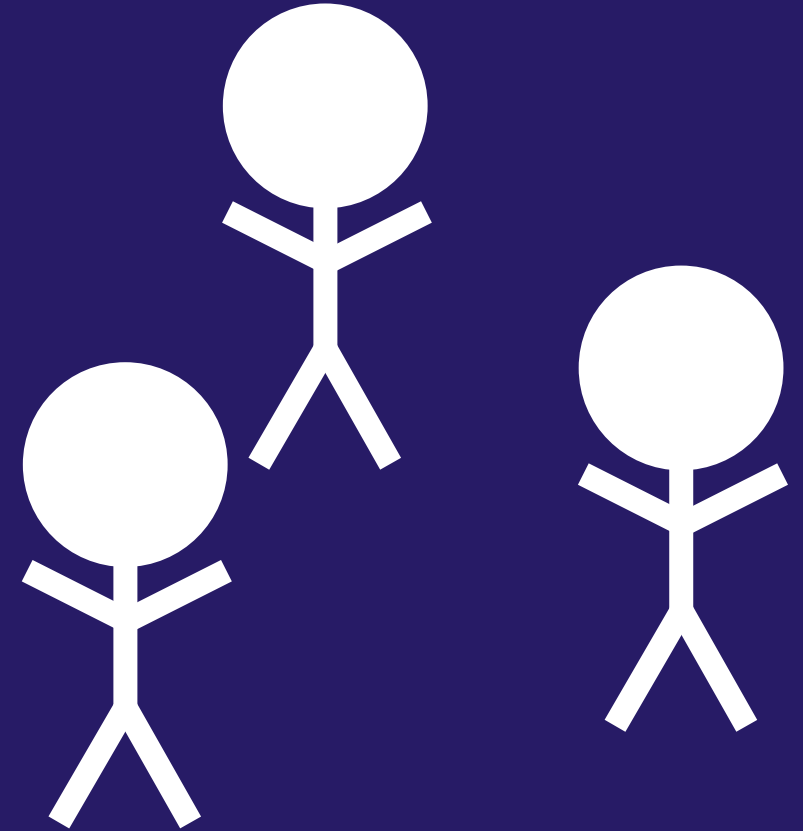
Make a claim



Support the claim



Use persuasive strategies



Make a claim



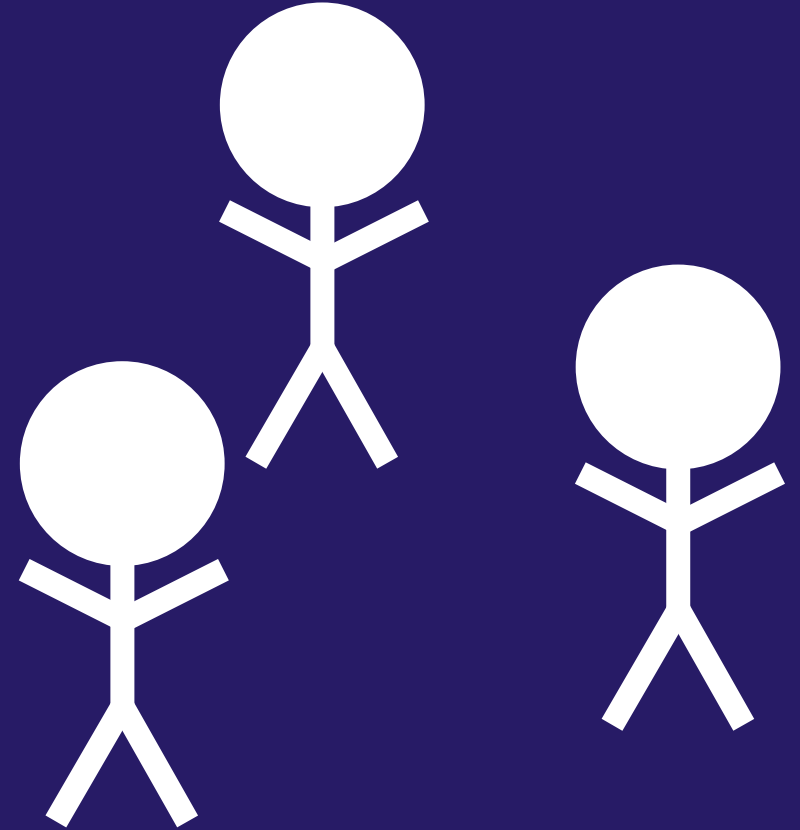
Support the claim



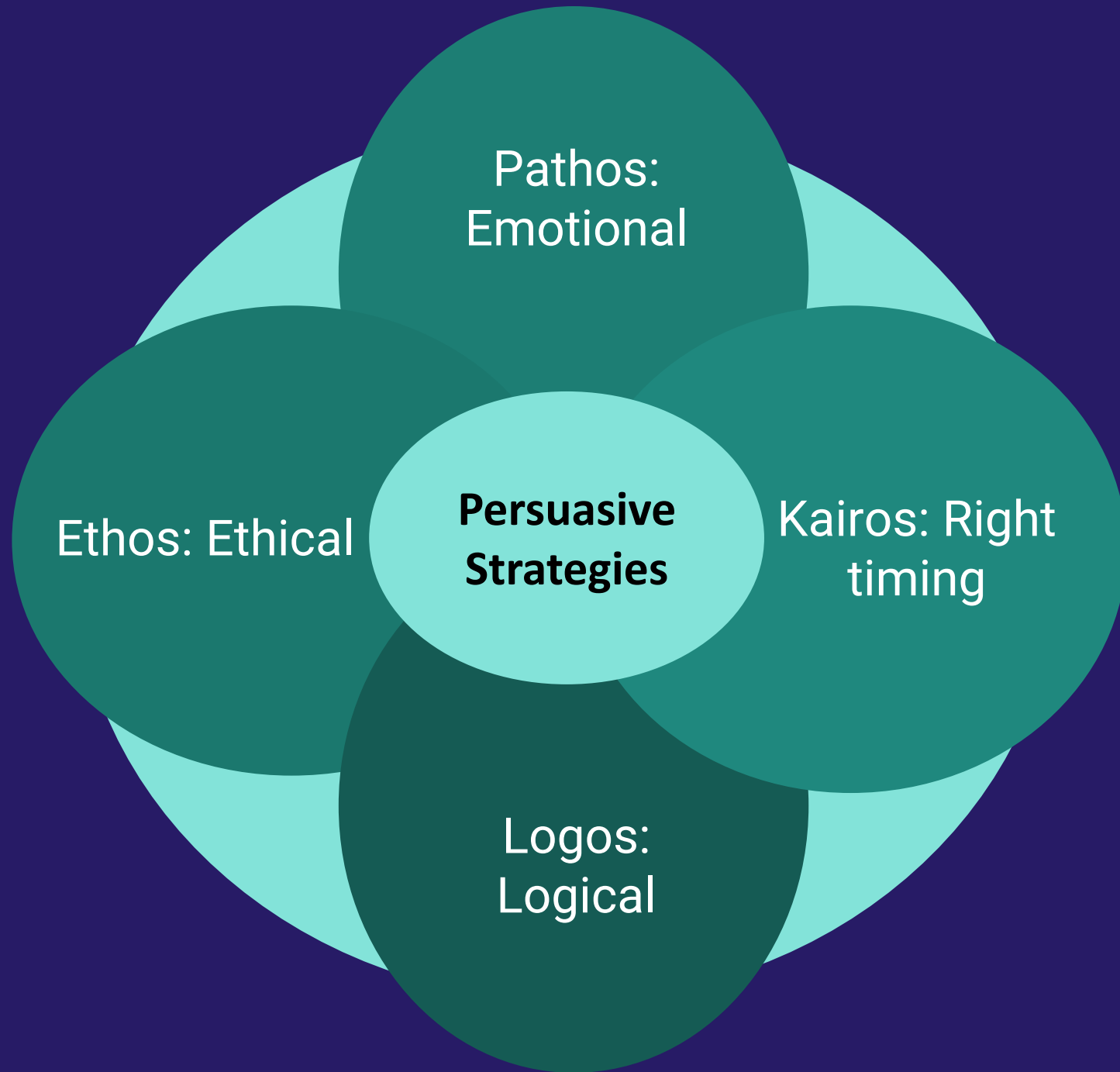
Use persuasive strategies



Research & cite sources



Jigsaw Activity



View Material

(pre-session folder)



1.0 – Persuasion Strategy Jigsaw

Activity Directions



Persuasion Strategy Jigsaw

Research your persuasive strategy. Write out:

- English meaning and similar words
- One sentence summary
- Examples

Activity Directions



Persuasion Strategy Jigsaw

Present your strategy
to your peers!

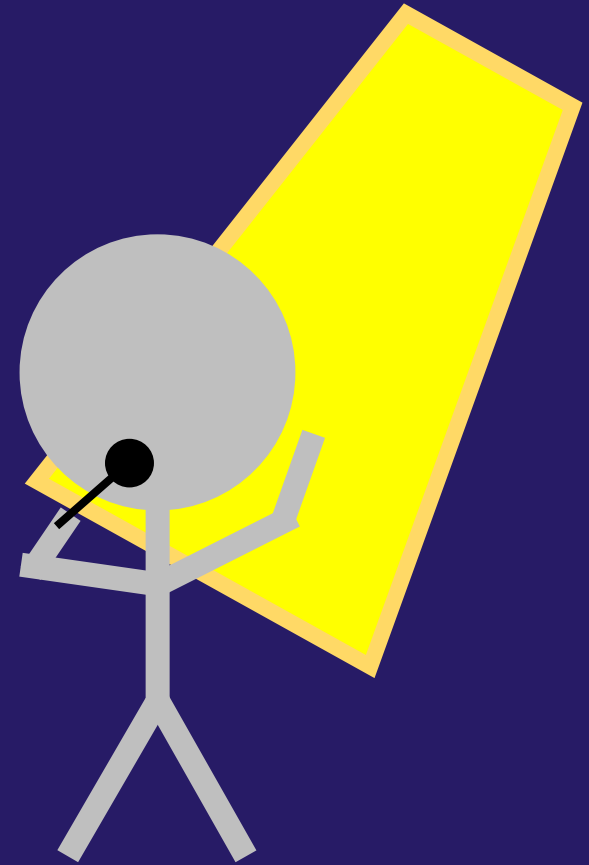
Aristotle, a Greek philosopher, outlined ways of persuasion into 3 categories:

- **Ethos**
- **Pathos**
- **Logos**

Kairos is a fourth category.

Ethos: Ethical

**Persuade based on character.
Fostering belief or trust can
help you persuade people.**



Ethos: Ethical

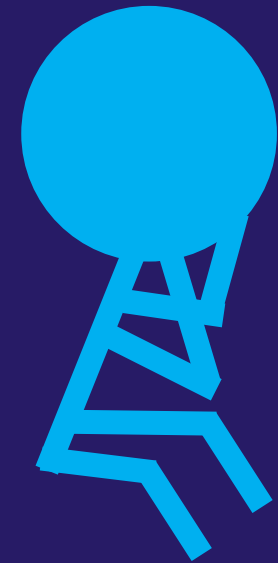
**Persuade based on character.
Fostering belief or trust can
help you persuade people.**



Pathos: Emotional

Persuade through appeals to the audience's emotions.

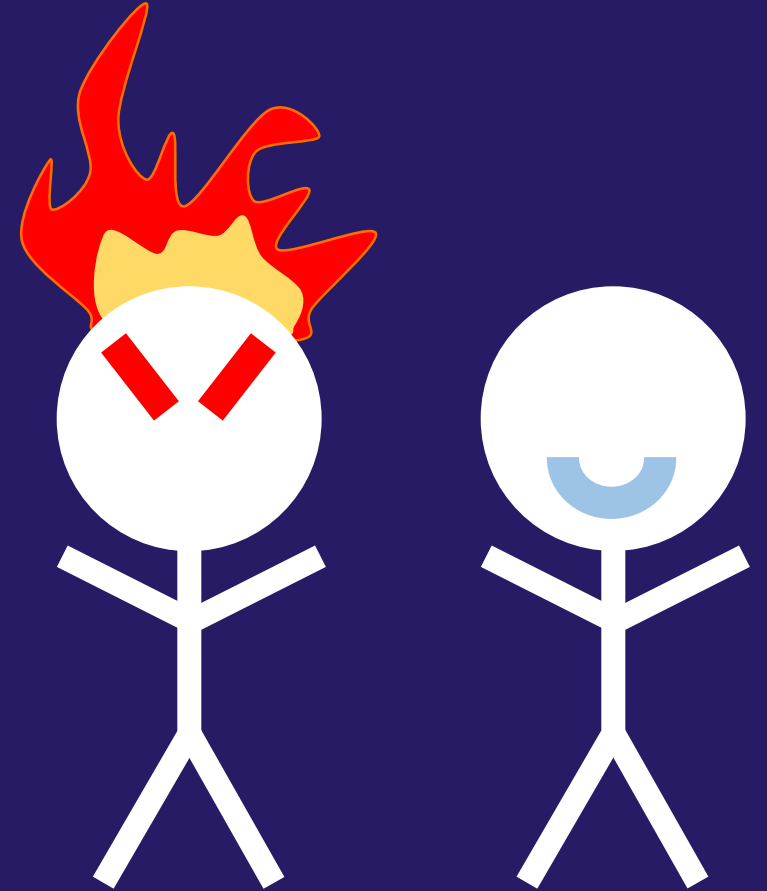
Making someone feel a certain emotion can help your argument.



Pathos: Emotional

Persuade through appeals to the audience's emotions.

Making someone feel a certain emotion can help your argument.



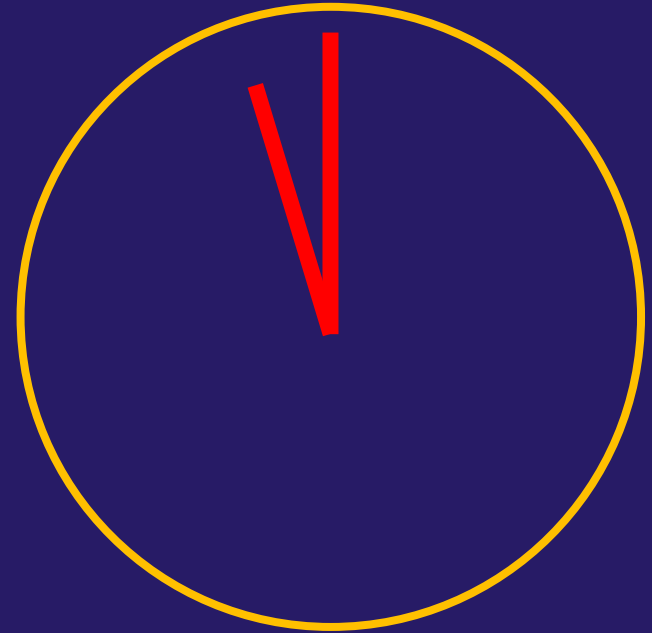
Logos: Logical

Persuade using facts, statistics, and other information that appeal to logical, rationale thinking.



Kairos : Timing

**Persuade by arguing the
timeliness of your idea.
Convince the audience they
must act now on your issue.**



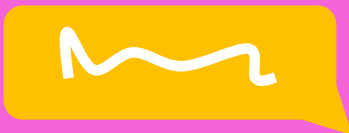
View Material

(pre-session folder)



2.0 – Persuasion Strategy Video

Activity Directions



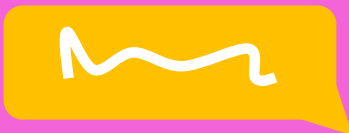
Persuasion Strategy Videos

Watch the videos
with your peers.

Determine what type
or types of
persuasion strategy
each uses. Be sure
to give **examples**.



Activity Directions



Project Preparation Time

Work with your project partner to set a topic and outline your points.

(Consider using the 3.0
Persuasive Outline.)

Homework

- Work on your presentation