

PERSUASION, INFLUENCE & ADVERTISING

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Persuasive language, convincing arguments, influencing opinions & presenting ideas confidently.

A. Warm-Up – Are You Easily Persuaded?

Discuss with a partner.

1. What makes you change your mind about something?
2. Are some people naturally more persuasive than others?
3. Is confidence more important than having good arguments?
4. Have you ever bought something because someone convinced you that you needed it?
5. Is persuasion always positive, or can it become manipulation?

B. The Language of Persuasion

Study these useful expressions and discuss when you might use them.

Presenting an argument

- The main reason I believe this is...
- There's a strong case for...
- We need to consider the bigger picture.
- What people often overlook is...
- The evidence clearly suggests that...

Emphasising a point

- It's worth remembering that...
- What really matters is...
- There's no denying that...
- The most convincing argument is...
- We shouldn't underestimate the importance of...

Challenging an opinion

- I can see your point, but...
- I'm not entirely convinced by that argument.
- Isn't it possible that...?
- That may be true to some extent, however...
- We need to look beyond the obvious.

Winning support

- Surely we can agree that...
- Imagine what we could achieve if...
- This would benefit everyone involved.
- Let me put it another way.
- Wouldn't it make more sense to...?

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C. Persuasion Techniques

Match each technique to its description.

1. Emotional appeal	A. Using facts and evidence to support a position.
2. Social proof	B. Suggesting that something is desirable because other people use or approve of it.
3. Appeal to authority	C. Creating a sense of urgency by suggesting something is limited.
4. Scarcity	D. Using feelings such as fear, happiness or sympathy.
5. Repetition	E. Repeating a message so that it becomes familiar.
6. Logical argument	F. Using an expert or respected figure to support a claim.
7. Personal storytelling	G. Using a personal experience to make an argument more relatable.

Follow-up discussion:

- Which techniques are most effective?
- Which are most likely to be misleading?
- Can you think of examples from everyday life?

D. The Persuasion Challenge

Work in pairs. Student A must persuade Student B to accept an idea. Student B should challenge the arguments and ask difficult questions.

Situation 1: The Four-Day Working Week

Student A: You believe companies should introduce a four-day working week without reducing salaries. Present your strongest arguments.

Student B: You are a business owner. You are concerned about productivity, customer service and increased costs.

Situation 2: Public Transport

Student A: You want your town to invest more money in public transport rather than building additional roads.

Student B: You believe better roads are more important for economic development.

Situation 3: A New Company Policy

Student A: You want your company to introduce a policy allowing employees to work remotely whenever possible.

Student B: You believe employees work better when they are physically present in the office.

Goal: Convince your partner to reconsider their original position.

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E. The One-Minute Argument

Choose ONE statement and prepare a persuasive one-minute argument.

- University education should be free.
- Social media does more harm than good.
- Advertising aimed at children should be restricted.
- People should spend less money on luxury products.
- Companies should be responsible for reducing consumer waste.

Your partner must ask two challenging follow-up questions.

F. Reflection

1. Which persuasion technique did you find easiest to use?
2. Is it possible to persuade someone without using facts?
3. When does persuasion become manipulation?
4. Should persuasive speakers always consider the consequences of their arguments?

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