

# Persuasive Writing

## Course Content

Morning Session: 09:30 – 12:30	Afternoon Session: 13:30 – 16:30
<ul style="list-style-type: none"> <li>✦ <b>Persuasive Writing</b> <ul style="list-style-type: none"> <li>✦ Why are you writing?</li> <li>✦ Who is your audience?</li> <li>✦ Reader Response = Result</li> </ul> </li>   <li>✦ <b>Tools for Persuasive Writing</b> <ul style="list-style-type: none"> <li>✦ Ethos, Logos, Pathos</li> <li>✦ Using emotive language</li>   <li>✦ You, We, I – getting personal</li>   <li>✦ Storytelling</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✦ <b>Understanding Decision-Making - exploiting cognitive biases</b> <ul style="list-style-type: none"> <li>✦ Outside influences – following the herd</li> <li>✦ Repetition, Repetition, Repetition</li> <li>✦ Anchoring – decision-making all at sea</li> <li>✦ The Halo Effect</li> <li>✦ Recency – the here and now</li> <li>✦ The reader is always right</li> </ul> </li> </ul>
<b>Break: 11:00 – 11:15</b>	<b>Break: 15:00 – 15:15</b>
<ul style="list-style-type: none"> <li>✦ <b>Understanding Decision-Making - exploiting cognitive biases</b> <ul style="list-style-type: none"> <li>✦ Primacy – why coming first matter</li> <li>✦ Consistency and why we hate changing our minds</li> <li>✦ Justification and evidence</li> <li>✦ Simplicity</li> <li>✦ Loss and reward – a bird in the hand...</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✦ <b>Advertisement Slogans</b></li> <li>✦ <b>Persuasion – the Dark Arts</b> <ul style="list-style-type: none"> <li>✦ Assume causality</li> <li>✦ It's common sense, stupid</li> <li>✦ It's common knowledge</li> <li>✦ Abuse statistics</li> <li>✦ Widen or narrow definitions</li> <li>✦ Flattery will get you everywhere</li> </ul> </li> </ul>
<b>Lunch: 12:30 – 13:30</b>	