

## UNIT 7: PERSUASION

### Task 1. Oral production:

**Choose the statements you agree with.**

- 1 I'm good at persuading people.
- 2 Nobody can persuade me to do anything.
- 3 I don't want to do it.
- 4 I know people who lie and exaggerate when they are trying to persuade.

### Task 2. Oral coproduction:

**Tell a partner about a time when you tried very hard to persuade someone to do something.**

*I remember trying to persuade my parents to let me ... It was my father who was ...*

### Task 3. Oral production.

What do you think are common influences which persuade people to do things? Choose your top three from this list.

advertising   the media   friends / peer pressure   feeling guilty about something  
feeling sorry for someone   passion and conviction   convincing arguments

### Task 4. Oral production.

**In what situations are you easily persuaded by others?**

*I think I'm easily persuaded by others in a group situation. If the group wants to do something, I'll probably agree even if I don't want to.*

**Which of the following do you have strong opinions (S) about? Which do you have more of an open (O) mind about?**

clothes and what to wear   politics  
ecological and green issues   gun control  
food and diet   gender roles  
the healthcare system in your country

Task 5. Oral coproduction:

Talk about an issue that is important to you and that you would like to persuade about.

*I would like to persuade the government to spend more on ... . If you have access to ... , it gives you the tools to do everything else ...*

Task 6. Oral production:

## Monologue: giving a persuasive sales pitch or presentation

**6a** You are going to present a sales pitch for one of the products below. Complete the table with the phrases from the box.



walking boots



organic soap



expensive watch



posh gloves

So, what are you waiting for? ~~Have you ever wanted a ... ?~~  
 Your friends will be surprised / be delighted / envy you when ... Act now!  
 Take advantage of this opportunity while it's still available. Are you looking for a ... ?

Opening statement or question

Closing call to action

*Have you ever wanted a ... ?*

**6b** Choose one of the products to talk about. Prepare your presentation.

1 Decide who you are addressing and why they need this product.

*Women who enjoy a little luxury and want to be elegant in the cold weather. These gloves will protect your often neglected hands and prevent dry skin.*

2 Make a list of the features and benefits of your product. Use activity 1a to help you.

*These ultra soft leather chocolate brown gloves will keep you warm even on the coldest day.*

3 Find appropriate adjectives to describe the product.

*soft (super) elegant (mega) warm and cosy luxurious*

4 Develop a statement or question to get people's attention and begin your presentation.

*Don't your hands need as much protection from the freezing cold as the rest of you?*

5 Develop a call to action to end your presentation.

*Come and enjoy the experience: the luxury of leather protecting your hands today!*

**6c** Give your presentation. Remember to include the following:

- the features and benefits
- descriptive and evocative language
- speak slowly and clearly and use persuasive intonation

*Ladies, with the long cold winter ahead, you need to think about keeping warm whilst staying smart and stylish. And, don't your hands need as much protection from the freezing cold as the rest of you?*

## Task 7. Final task. WRITTEN COPRODUCTION (100 WORDS)

A colleague in your industry or an industry you would like to work in has applied for a new job.

Plan a **reference letter** to his or her potential employer. Remember the following points:

- Contact details.
- Begin and end the letter correctly (do you know the addressee?)
- Use the structure from activity 3 (page 76)
- Think about skills and qualities the person needs to have in your industry.
- Respect the number of words (100 words maximum).
- Use very formal register
- Use the word document attached to the forum post.

Deadline: December 22<sup>nd</sup> (7 days)