

International Faculty Program 2010

Persuasive Communication

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Course description and objectives

In today's companies, the ability to communicate persuasively has become an essential skill. In this module, we outline the three key elements of persuasive communication: creating personal and professional credibility, creating the right emotional environment and inventing the right argumentation to support your thesis. We also explain why rhetorical tools such as metaphors, examples, analogies, and illustrations are essential in persuasive communication and how, as Aristotle pointed out long ago, any orator must be both a logician and a psychologist. Finally, we look at two main speaking styles: the forensic speaking style and the natural persuasive style.

Sessions

Session 1:

Title: "Introduction to "Soft Skills"

Reading: (i) DPON - 84 - E
(ii) Persuasion: a rhetorical approach - DPON-5-E

Session 2:

Title: "Storytelling as a management/teaching tool"

Reading: DPON-22 - E
Non-verbal communication & Politeness
Reading DPON-56 - E

Session 3:

Title: Personality and communication style: the forensic style

Reading: Case: Margaret Thatcher, DPO - 109 - E

Session 4:

Title: Personality and communication style: the persuasive style

Reading: Ronal Reagan, DPO - 127 - E