

## Work for the Week: The Art of Persuasion

Remember that you are “selling” yourselves and your project in a proposal. To that end, you must know what works, what sells, and how to design something that is pleasing and professional.

On Monday: in your groups, you will have 20 minutes to accomplish the following. Please be detailed:

1. Choose one of the online “documents” you brought in today; select whichever one strikes your team as most interesting.
2. Clearly identify the document’s (1) audience and (2) purpose. How can you tell?
3. Evaluate the document’s (3) persuasive strategy by considering the reading for today on crafting a persuasive argument:
  - How does it use reasoning-based (logical statements and/or examples and evidence) messaging?
  - How does it use values-based (common goals and/or framed ideas) messaging?
  - How do both of these work together to project a positive persona (one’s ethos)?
  - How are design and graphics (use of figures, tables, colors, photos) used to support and enhance the persuasive techniques?
4. Prepare a short (1-2 minute) oral presentation of your findings. Please structure your team presentation as follows:
  - (1) audience
  - (2) purpose
  - (3) persuasive strategies

On Wednesday: you’ll do a similar thing but with one of the sample proposals on our d2l site.

1. Examine the sample proposal provided. Clearly identify the document’s audience and purpose. How can you tell?
2. Evaluate the document’s persuasive strategy by considering the reading for today on crafting a persuasive argument:
  - How does it use reasoning-based (logical statements and/or examples and evidence) messaging?
  - How does it use values-based (common goals and/or framed ideas) messaging?
  - How do both of these work together to project a positive persona (one’s ethos)?

- How are design and graphics (use of figures, tables, colors, photos) used to support and enhance the persuasive techniques?
- overall integration: use of headings, fonts, spatial layout, overall page design

3. Choose two elements of the proposal's persuasive strategy your team would like to highlight and prepare a short (2-minute) oral presentation of your findings. Why do these stand out for you? How might you parlay what you've discovered into your own work? Be prepared to go into some detail: don't say "we like their graphics," but "we like their graphics; here's why, and here's one specifically we'll discuss."