

Case 3

Who will be on the show ?



Case 3

Unit 5

Unit 6



introduce

persuade

Unit 6

Task 1

Task 2



(oral)

Role-play the
office clerk and
the guest

(written)



Write an email
to persuade
the guest



Motivating

**Step 1
Brainstorm**

**some reasons
for NOT
accepting the
invitation**

Enabling

**Step 2
Learn**

**Aristotle's
three modes
of persuasion**

Assessing

Step 3

**the office clerk
of GTV and the
guest**



Peer Evaluation Form

Yes

No

The speaker has built credibility.

The speaker has built connections with me.

The speaker has given sufficient reasons.

The speaker has given evidence, like facts and figures.

I feel I am convinced by the speaker.

strategies

effectiveness



Business

~~21:00-21:30~~ Thursday
Today



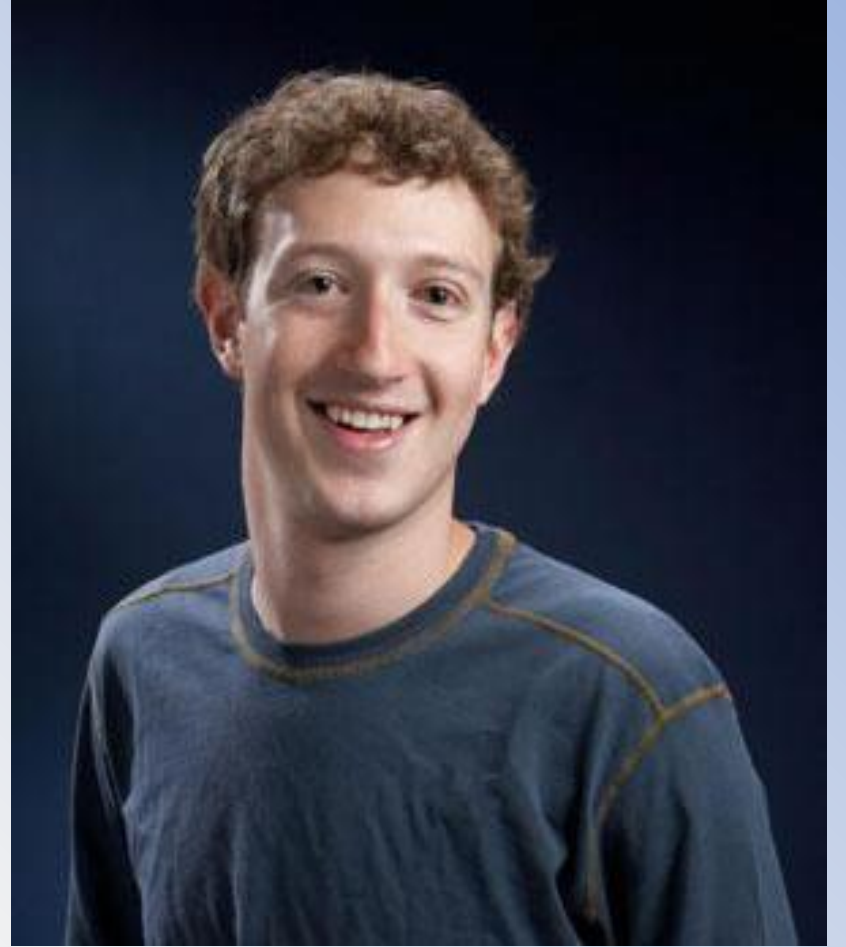
GT



Office Duties

- Propose guests
- Make invitation





Our task is to persuade Mark to attend our show



Mark Zuckerberg



GTV office clerk

Brainstorm

some of the reasons that
Mark may give to refuse our request



reputation



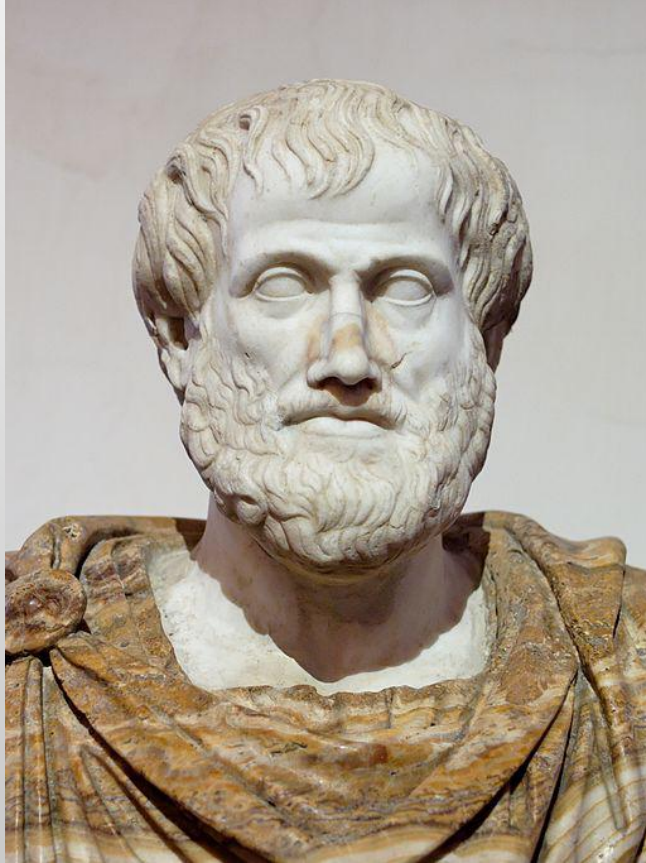
**I've never
heard of your
program
before!**

time



**I am sorry,
but I am busy !**

How to persuade?

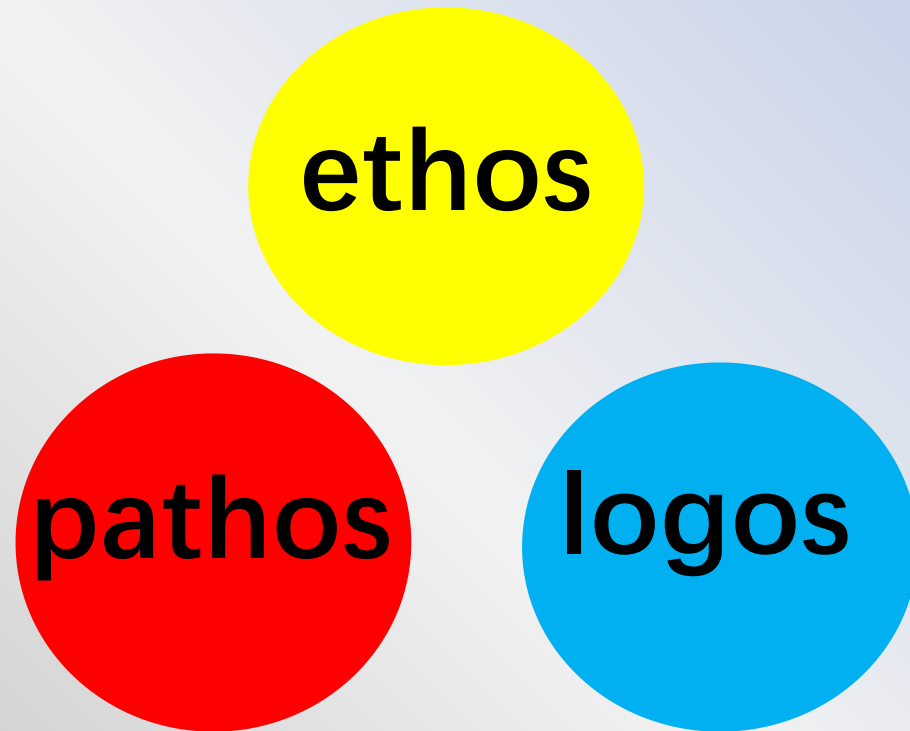


Aristotle
(384 BC ~ 322 BC)

Rhetoric
**the art of
speaking or
writing
effectively**

Dictionary by Merriam-Webster

Three Modes of Persuasion





ethos

**moral
ethics**

credibility

**Prompt :
long years of working
experience**



pathos

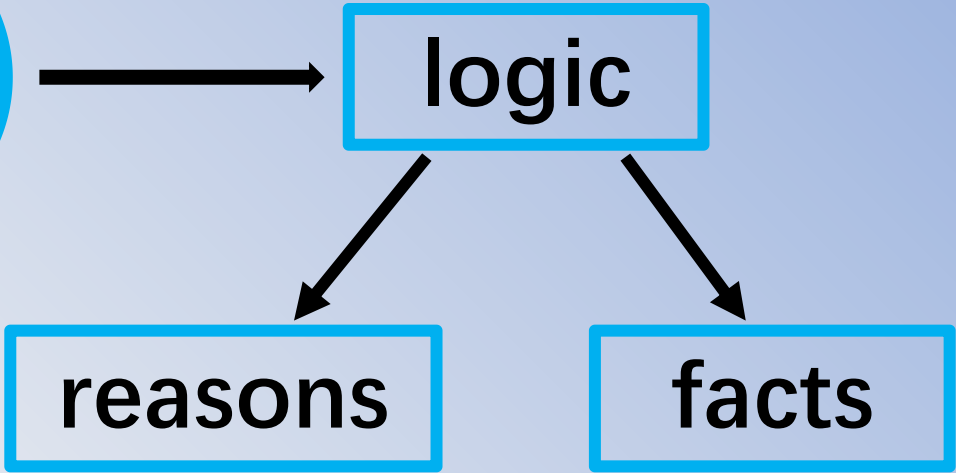
→ **emotions**

↓
personal connections

Prompt :
the same experience of
tooth extraction

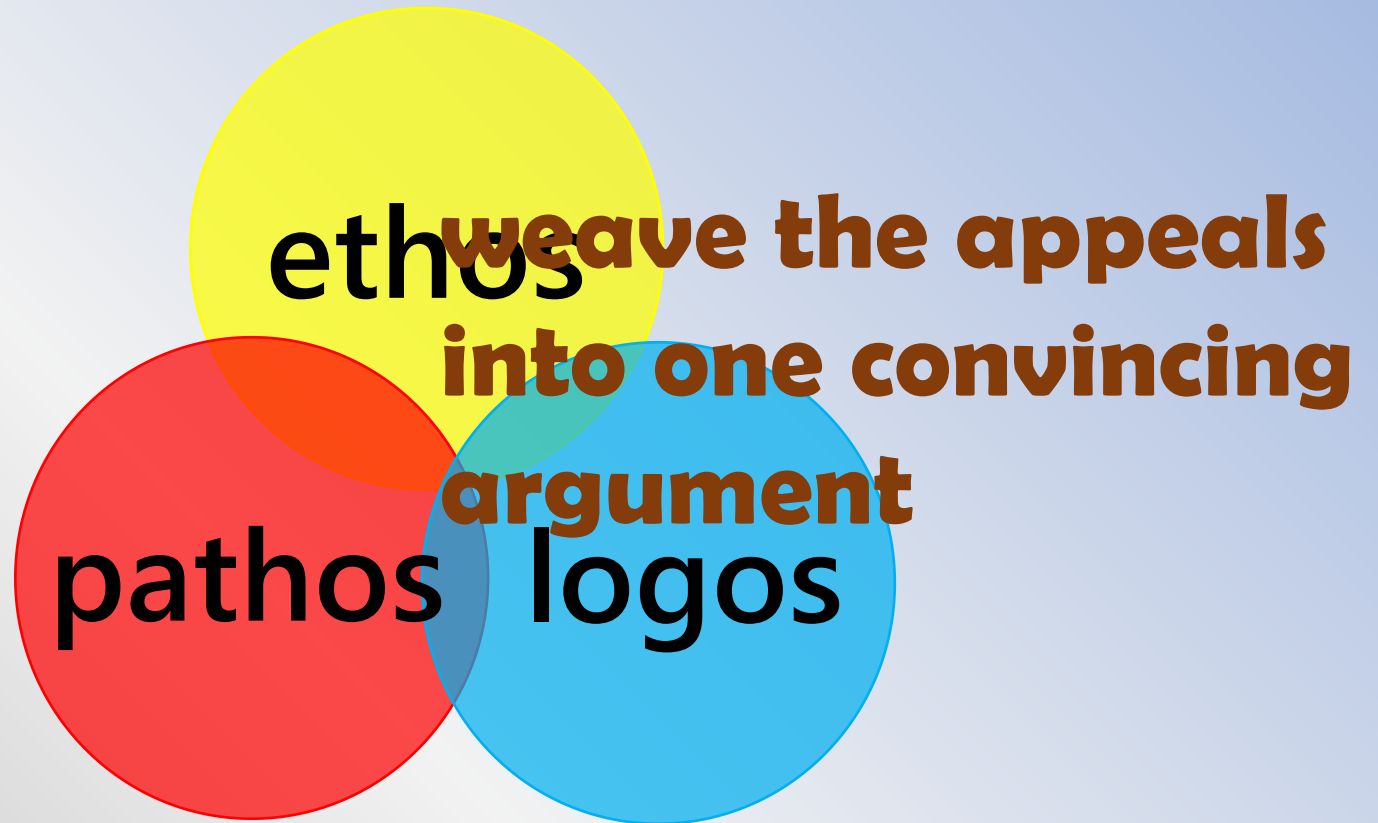


logos



Prompt :
the harm of not pulling out the decayed tooth

Which one weighs more?



**I have been working as a dentist for
more than 20 years and...**

credibility

ethos

facts

logos

How to persuade Mark ? reputation

time

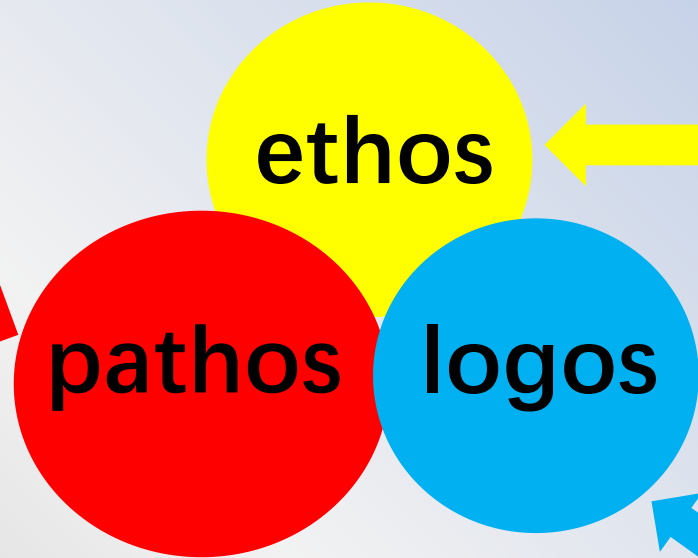


ethos

pathos

logos

Chinese family



famous former guests



audience rate

Nolsen TV Ratings					
Rank	Show	Net	Day	18-49 rating	18-49 viewers
1	CCTV NEWS	CCTV	EVY	9.9	12,345
2	BUSINESS TODAY	GTV	Thurs.	6.5	8,369
3	SUNDAY NIGHT NFL	NBC	Sun.	4.2	5,466
4	FOOTBALL NT PT 3	NBC	Sun.	3.2	4,132
5	YOUNG SHELDON	CBS	Thurs.	1.8	2,260

Review

Yes or No?

Three modes of persuasion include ethos, pathos, and logos.



Review

Yes or No?

Give **your opinions** while using
logos to persuade.

reasons and
facts





Homework

- Brainstorm any other reasons the guest may give to refuse us.
- Role-play the GTV office clerk and the guest.

**Learn rhetoric,
persuade the world!**