

PERSUASION: DRAGON STYLE

- My Favorite Assignment
- Association of Business Communication, Annual International Conference-October 25-29, 2023, Denver, CO
- *Dr. Matari Gunter, Texas State University*
- *McCoy College of Business, Management Department*



MY FAVORITE ASSIGNMENT

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- **Deliver** in class-application exercise for MGT 3353-Business Communication
- **Arrange** 4-5 students in teams-Group activity
- **Discuss** six persuasion principles-Focus on ethical persuasion
- **Utilize** pop culture and current events for emotional impact and engagement
- **Present observed** persuasion principles to class-brief one minute summary

Six Principles of Persuasion

1. Reciprocation
2. Consistency
3. Social Proof
4. Liking
5. Authority
6. Scarcity

GAME OF THRONES

BEND THE KNEE (S7:E5)

4



<https://youtu.be/uWUU2xlQBg?si=V1PI71khQ8h1tEFc>

After viewing the clip.....

Priorities

- Discussion-how was a persuasion principle applied and explain how it worked or didn't work
 - Application-which persuasion principles did your team observe?
-

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References

Cardon, Peter W. (2024). *Business Communication: Developing Leaders for a Networked World* (5th ed.). New York, New York, USA: McGraw Hill LLC.

<https://www.influenceatwork.com/7-principles-of-persuasion/>.

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<https://youtu.be/uWUUs2xlQBg?si=V1PI71khQ8h1tEFc>. (2023,

July 15). Retrieved from <https://youtu.be>:

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References

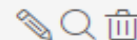
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Rubric for Discussion Post

Written Communication-Discussion Posts



Criteria	Ratings	Pts
Organization Writing is concise and clear; information is easy to understand; focus and direction of writing is obvious to audience	This area will be used by the assessor to leave comments related to this criterion.	40 pts
Introduction and Conclusion Introduction not only establishes main idea or purpose as appropriate, but also has an interesting hook; conclusion includes every necessary action or statement	This area will be used by the assessor to leave comments related to this criterion.	15 pts
Punctuation and Spelling	This area will be used by the assessor to leave comments related to this criterion.	10 pts
Sentence Structure and Transitions Sentences are clear, well-developed, and express concise ideas; transitions create strong readability	This area will be used by the assessor to leave comments related to this criterion.	10 pts
Strategy and Critical Thinking Assignment fully addresses the requirements of that particular business message (e.g., routine business message, persuasive, bad-news, etc.). Arguments are supported with cited references or relevant facts; strong use of originality is shown throughout the message	This area will be used by the assessor to leave comments related to this criterion.	15 pts
Professional Format and Tone Professional format style is obvious; all aspects of the tone and language lend to audience's verbal and non-verbal understanding	This area will be used by the assessor to leave comments related to this criterion.	10 pts

Total Points: 100