

Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2019-2020

Teaching guide

Area: English language

Subject: Persuasive Communication

Period: Semester 4

Lecturers:

Mr. Robert Long

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MODULE: LANGUAGES

AREA: ENGLISH LANGUAGE

SUBJECT: PERSUASIVE COMMUNICATION

CODE: OB4ING-IV

LANGUAGE: ENGLISH

YEAR: 2

PERIOD: SEMESTER 4

CREDITS: 2 ECTS

1. Subject objectives

This course is a continuation of Communication Skills, focused on the Art of Persuasion in oral communication and public speaking, it incorporates techniques culled from NLP, Appreciative Inquiry, and the Performing Arts.

Some of the skills that will be practiced and evaluated: how to- plan and structure presentations, create the ideal internal state, identify and cover different thinking / learning styles, use language more effectively, practice congruent nonverbal communication, and elicit states in an audience.

2. Competencies developed

Basic

B01 - Be able to acquire, understand and structure knowledge.

B02 - Be able to apply knowledge.

B03 - Be able to search for and manage information in order to solve problems, transmit reflective judgements and/or make decisions.

B04 - Be able to communicate information and/or knowledge in one's mother tongue, as well as in at least two foreign languages.

B05 - Be able to learn autonomously and continuously

General

G06 - Interpersonal Empathy/Comprehension: understands other people's emotions, understands their points of view and is genuinely interested in their concerns.

G07 - Team work and collaboration: Cooperates actively and jointly in achieving common objectives.

G09 - Sensitivity and intercultural awareness: understands and interprets the influence of culture on the values and behaviours of individuals and organizations.

3. Content

Session 1: Well-formed outcome model. Assigned readings. Methodology. Expectations. Mind map: Definition / Model persuasive communication. Rhetorical device Aristotle 5- Brevity. . Related material: Dossier del curso The art of persuasion document Useful presentation language, document W

Session 2: The art of Persuasion. Establishing credibility. Connecting to core values. Beliefs of master presenters. Covering different learning styles. Related material: Dossier <https://hbr.org/2019/07/the-art-of-persuasion-hasnt-changed-in-2000-years>

Session 3: Using the 4mat: what, why, how and what if. Structure. Strategies for generating ideas, revising content. . Related material: Dossier 6 wrong ways document

Session 4: Making a case. Model excellent presentation. Use of well-defined structure, compare and contrast, solution-focused. Support with evidence, examples . Related material: Dossier http://www.ted.com/talks/lang/spa/dan_pink_on_motivation.html

Session 5: Model Ted talk 2 for examples of creating reference experiences. Eliciting states from an audience. Identifying and covering different thinking styles. Example of Incident Point Benefit structure . Related material: Dossier http://www.ted.com/talks/lang/eng/jill_bolte_taylor_s_powerful_stroke_of_insight.html

Session 6: Delivery: voice. Model excellent presentation. Use tips and exercises from Ted talk 3. Prepare pitch for final exam using the document "self assessment" applied to recorded "self-tapes". Start recording your presentation and give yourself feedback. Or share your recording and receive feedback. Related material: Dossier Self assessment document https://www.ted.com/talks/julian_treasure_how_to_speak_so_that_people_want_to_listen?referrer=playlist-the_most_popular_talks_of_all&language=en

Session 7: Complete and submit the ?well-formed outcomes? document in order to prepare for final pitch . Related material: Dossier. Ted talk critiques well formed outcomes document

4. Teaching methodology

Practical Exercises. Theory and practice to follow course Dossier

Finding information and preparation and organization of material. Student research, preparation of brief presentations on assigned subjects

Student Presentations (individual or group). Individual practice in public speaking in small and large groups with feedback

Plenary Lectures. Brief lectures on theory and group dynamics

Readings. Readings of Dossier and online viewing of a variety of models of excellent persuasive communication

Working individually or in groups. Preparation and practice of public speaking assignments

5. Assessment activities

Regular examination call

- **3 Ted talk critiques. Use template to complete and submit after watching examples of excellent presentations (Apr, 22/2020)**

Case analysis (Individual - 50%)

Evaluated competences: B1, B2, B3, B4, B5, G6, G7, G9

- **Presentation of well-formed outcome template applied to oral pitch. 25% 3-5' final pitch "self tape". 25% (May, 11/2020)**

Final exam (Individual - 50%)

Evaluated competences: B1, B2, B3, B4, B5, G6, G7, G9

The final grade is computed only if the final exam is graded 5 or higher. Otherwise, the subject is failed.

Resit examination call

- **Well-formed outcome template applied to oral pitch (Jun, 04/2020)**

Final exam (Individual - 50%)

Evaluated competences: B1, B2, B3, B4, B5, G6, G7, G9

- **50 % continuous progress class participation, attitude, and presentation practice incorporating techniques and skills presented in course**

Academic Work (Individual - 50%)

Evaluated competences: B1, B2, B3, B4, B5, G6, G7, G9

The final grade is computed only if the final exam is graded 5 or higher. Otherwise, the subject is failed

Repeating students without attendance: regular examination call

- **Well-formed outcome template applied to oral pitch (May, 11/2020)**

Final exam (Individual - 100%)

Evaluated competences: B1, B2, B3, B4, B5, G6, G7, G9

Repeating students without attendance: resit examination call

• **B1, B2, B3, B4, B5, G6, G7, G9 (Jun, 04/2020)**

Academic Work (Individual - 100%)

Evaluated competences: B1, B2, B3, B4, B5, G6, G7, G9

Follow-up meetings

Week 3

Week 7

Week 13

6. Bibliography

Mandatory readings

<https://hbr.org/2019/07/the-art-of-persuasion-hasnt-changed-in-2000-years>
http://www.ted.com/talks/lang/spa/dan_pink_on_motivation.html
http://www.ted.com/talks/aimee_mullins_the_opportunity_of_adversity.html
http://www.ted.com/talks/ken_robinson_says_schools_kill_creativity.html
http://www.ted.com/talks/lang/eng/jill_bolte_taylor_s_powerful_stroke_of_insight.html
https://www.ted.com/talks/julian_treasure_how_to_speak_so_that_people_want_to_listen?referrer=playlist-the_most_popular_talks_of_all&language=en

Recommended readings

Dilts, Robert. *Effective Presentation Skills*. Meta Publications. 1994
James, Tad. *Presenting Magically*. Crown House Publishing. 2001
Lakoff, George. *Metaphors We Live By*. The University of Chicago Press. 2003
Pease, Allan. *Body Language*. Sheldon Press. 1988

7. Lecturer/s

Mr. Robert Long (Head lecturer) - rlong@htsi.url.edu

Certified Trainer in Neuro-linguistic Programming (AEPNL).

HR trainer for in-company and university seminars in leadership abilities, communication, public speaking, teamwork, motivation, innovation, conflict resolution, stress management, etc. Clients include: Banc Sabadell, BBVA, Ibercaja, Benteler, Novartis, Pfizer, Maersk, Econocom, Sara Lee, Sandvik, Schneider, Mango, Mutua Universal; the Universities of Granada, Teruel, UAB, UEM, UPC, ESADE, Pompeu Fabra, Institut de Teatre, etc

ESL multimedia product developer. Experience includes New Product Manager for Sylvan Learning Systems, product designer for Oceano Grupo Publishing, Tellus Vision, and Didaco Communication.

Theatre director, actor, author.

8. Observations

- * La informació referent al calendari acadèmic, horaris lectius, calendari d'exàmens i assignació d'aules es publicaran oportunament al campus virtual i a la web pública de la Facultat.
- * La normativa acadèmica de la Facultat és d'obligat compliment per a tots els membres de la mateixa.

Despite the lock down due to the health crisis HTSI has maintained academic activity in order to avoid modifying the academic calendar. Although compulsory attendance has been eliminated the Persuasive Communication course continued with the following adaptations for remaining sessions:

-Finish reading and studying the dossier.

-Watch the 3 assigned presentation on Ted.com and answer the questions on the template ?ted.com analysis?. (50% final grade)

-Students are expected to demonstrate some of the abilities and techniques modeled from the Ted talks and detailed in their dossier.

They need to fill in and submit the document ?well-formed outcomes final pitch?, which is designed to help prepare and deliver their presentation. (25% final grade).

Final exam is a recording of a 3-5' pitch (using mobile o web cam) on a controversial subject within the tourism industry, to be submitted on moodle. (25% final grade).