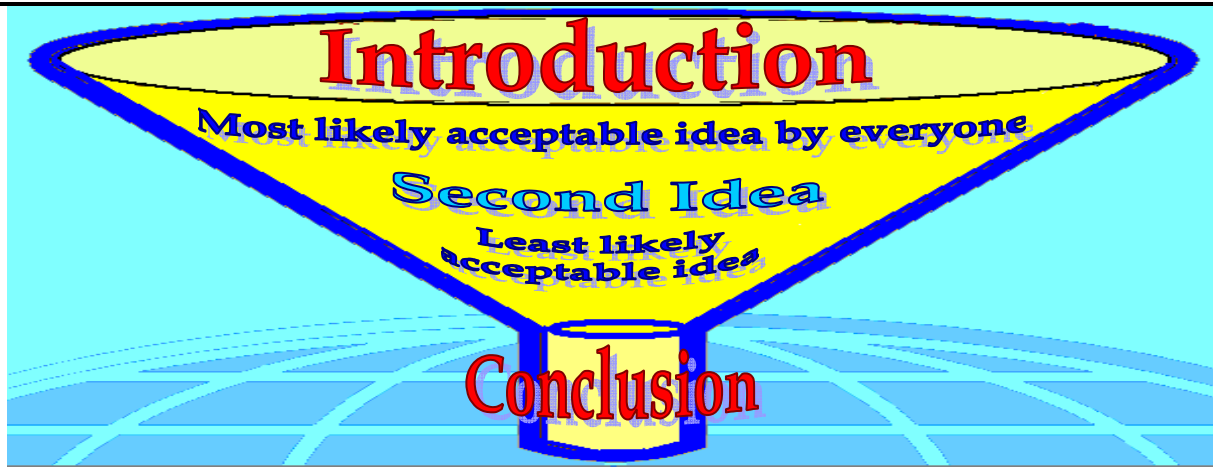


PERSUASIVE COMMUNICATION: THE 'FUNNELING TECHNIQUE'



1. **Introduction**
  - A) Attention Getter. Ice Breaker. Eye Catcher...
  - B) Significance. Definition
  - C) Thesis Statement
  - D) Preview. Points to be covered in the main body, but not developed
  - E) Transition into your first main point
2. **The Main Body**
  - A) First Main Point. Most likely acceptable idea by everyone
    - A1. First sub-point of this section and supporting material (**Acknowledging an objective truth plus Data**)
    - A2. Transition, closing off First Main Point and opening Second Main Point.
  - B) Second Main Point. Second most likely acceptable idea by everyone
    - B1. First sub-point of this section and supporting material (**Compare & Contrast**)
    - B2. Second sub-point of this section and supporting material (**Cause & Effect**)
    - B3. Transition, closing off main point one and opening Third Main Point.
  - C) Third Main Point. Least likely acceptable idea by everyone
    - C1. First sub-point of this section and supporting material (**Real Example**)
    - C2. Transition into Conclusion.
3. **Conclusion**
  - A) Review of Main Points
  - B) Final Statement
  - C) Action Plan and Solution

**PREPARING FOR THE PRESENTATION**

<p>▶ <b>RULE NUMBER 1:</b></p> <p><b>AUDIENCE</b></p>	<p>▶ Who's your Audience? ▶ Why are they there? ▶ What do they want / need / expect? ▶ Are you sure you are addressing your specific Audience (topics and vocabulary) and that you will <b>"hit home"</b>? ▶ Is your Audience listening..., or hearing?</p>
<p>▶ <b>RULE NUMBER 2:</b></p> <p><b>PURPOSE</b></p>	<p>▶ What's the purpose of your Presentation? ▶ What's the aim of your message? ▶ What are you trying to achieve at the end?</p>
<p>▶ <b>RULE NUMBER 3:</b></p> <p><b>BRAINSTORMING SESSION</b></p>	<p>▶ BRAINSTORM for those IDEAS who will convey your PURPOSE to such AUDIENCE ▶ PICK about THREE ideas (more than 3 may be too much and less may not be enough). Pick your battles and brainstorm how you will convey your purpose with those three (3) ideas. Prioritize to be more effective ▶ BRAINSTORM for those ways that you will use to ILLUSTRATE your PURPOSE to that specific AUDIENCE:</p> <ul style="list-style-type: none"> <li>● Provide Data / Facts</li> <li>● Compare &amp; Contrast</li> <li>● Cause &amp; Consequence</li> <li>● Quote an expert on the subject</li> <li>● Tell a real example / story</li> </ul> <p>▶ Keep in mind that you should ONLY read about 10% to 15%!</p>

**'10-POINT CHECK LIST' BEFORE A PRESENTATION**

<p><input type="checkbox"/> 1) What is the <b>PURPOSE</b> of your <u>Presentation</u>? (<i>"If it's not clear to you, don't expect your audience to have it all clear."</i>)</p> <p><input type="checkbox"/> 2) What <b>'eye catcher'</b> do you have to start your <u>Presentation</u>?</p> <p><input type="checkbox"/> 3) What <b>THREE MAIN IDEAS</b> did you brainstorm to support your <u>Purpose</u>?</p> <p><input type="checkbox"/> 4) What <b>arguments</b> (<i>data, comparisons, examples, etc.</i>) will support your <u>Three Main Ideas</u>?</p> <p><input type="checkbox"/> 5) What <b>effective structures</b> (<i>grammar, etc.</i>) will support your <u>Three Main Ideas</u>?</p> <p><input type="checkbox"/> 6) How will you <b>connect</b> your <u>arguments</u> (<i>connectives, rhetorical questions, etc.</i>) ?</p> <p><input type="checkbox"/> 7) Is your Presentation addressed to your specific <b>AUDIENCE</b> (<i>main ideas and vocabulary register</i>)?</p> <p><input type="checkbox"/> 8) How will your Presentation <b>"hit home"</b>?</p> <p><input type="checkbox"/> 9) Do you have a <b>'punch line'</b>, an <b>'action plan'</b>, and/or a <b>'solution'</b> for your <b>CONCLUSION</b>?</p> <p><input type="checkbox"/> 10) How has your <b>thesis statement</b> been presented?</p>
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