

**GEB3213**

**Lecture 10:  
Persuasion and Reports**

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**Persuasion- Step 1**

- **What kind of organization does persuasive business writing require?**
- **What is one of the first things you should do in the introduction to a piece of persuasive writing?**

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**Persuasion - Step 2**

- **What is the next step you should take in building a persuasive argument for a client?**

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**Persuasion - Step 3**

- **What third step should you take in a persuasive proposal?**

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**Persuasion - Step 4**

- **What's the final step you should take in a proposal?**

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**Three Responses to Persuasion**

- **What are the three responses to persuasion?**

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**What are the 3 classic principles of persuasion?**

- Define the three principles:
- Logos
- Pathos
- Ethos

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**Logos: Support Your Argument with Evidence**

- What kinds of evidence should you use to define your argument?

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**2. Pathos**

- How should you work to persuade your audience/client?

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**3. Ethos: How to Establish  
Credibility**

- What steps should you take to ensure your readers treat your proposal as credible?

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**Client-centered Writing**

- What are some of the questions you should ask to create client-centered writing?

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**Goals**

- What types of goals should you include in a proposal?

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**Goals**

- What are 4 types of goals for business reports/proposals?

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**The Long Report**

- What are the characteristics of a long report?

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**Report Components**

- What are the parts of a long report?

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**1. Front Matter**

- What should front matter include?

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**2. Report Text**

- What are the components of the report text?

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**Introduction**

- What should your report introduction contain?

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**Introduction to Report**

- How does a report written for a reader who will probably have a negative reaction to it differ from a report for a neutral or positive reader?

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**Body/Discussion**

- How is the body/discussion of the report organized?

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**Conclusions/  
Recommendations**

- What are the components to the report's conclusion or recommendations?

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**End Matter**

- What should you include in a report's end matter?

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**What Managers Want First**

- What do managers want to know fairly immediately when they read a report?

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**Executive Summary**

- What should an executive summary contain?

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**End of Outline**

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