

**CORSO DI LAUREA IN COMUNICAZIONE & SOCIETÀ**  
**CORSO DI LAUREA IN COMUNICAZIONE PUBBLICA E D'IMPRESA**  
**MA IN PUBLIC AND CORPORATE COMMUNICATION**

**Communication skills: the language of persuasion**

Online Workshop

Dr. Giulia Caldarone

The aim of the course is to enhance the students' communication skills in English. Special relevance will be given to oral skills: pronunciation, lexical choices, cohesion and coherence of speech, register, etc. The students will learn to use the language and different persuasion techniques to reach their communication goals.

**1. PERSUASIVE COMMUNICATION**

- a. The communication process
- b. Persuasion techniques: the elements of persuasion
- c. Practice exercise: research and analyse an example of persuasive communication: identify the techniques used by the communicator.

**2. EFFECTIVE BRAINSTORMING TECHNIQUES**

- a. Different people, different roles
- b. How to facilitate a brainstorming session
- c. Practice exercise: Your own group brainstorming session

**3. THE LANGUAGE OF PERSUASION**

- a. Language skills: How to get people to do stuff
- b. The best taglines of all time
- c. Practice exercise: Your own slogan

**4. PRESENTATION SKILLS AND PUBLIC SPEAKING**

- a. Verbal and non-verbal communication
- b. Presentation skills in English
- c. Practice exercise: Your own pitch

**Lab. schedule:**

13.9.2021	ore 13.30 - 16.30
14.9.2021	ore 14.30 - 17.30
20.9.2021	ore 13.30 - 16.30
21.9.2021	ore 9.30 - 12.30

**The lesson will be held through the Teams application.** The technical instructions will be sent to the participants by email, before the start of the lab.

Please note that the attendance is mandatory in order to gain 3 credits.

**Criteria for admission**

**Registrations**

- online on the web site <https://forms.gle/HJUTAYuvWmApvSdc6>
- from 9 September 2021 - from 10.00

The first 30 students will be admitted.