

**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.