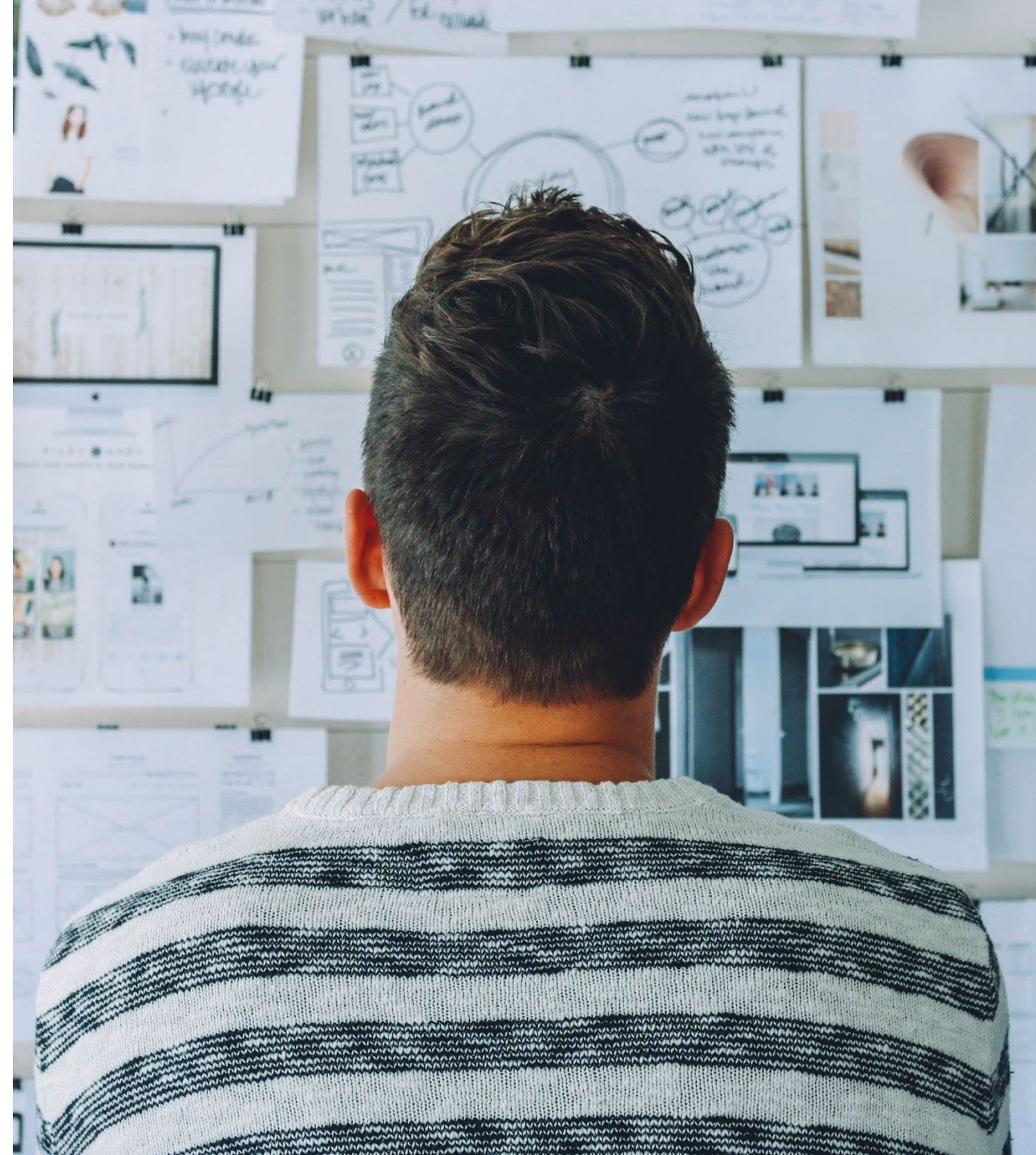


PERSUASIVE AIMS

RECAP AND REFLECTION





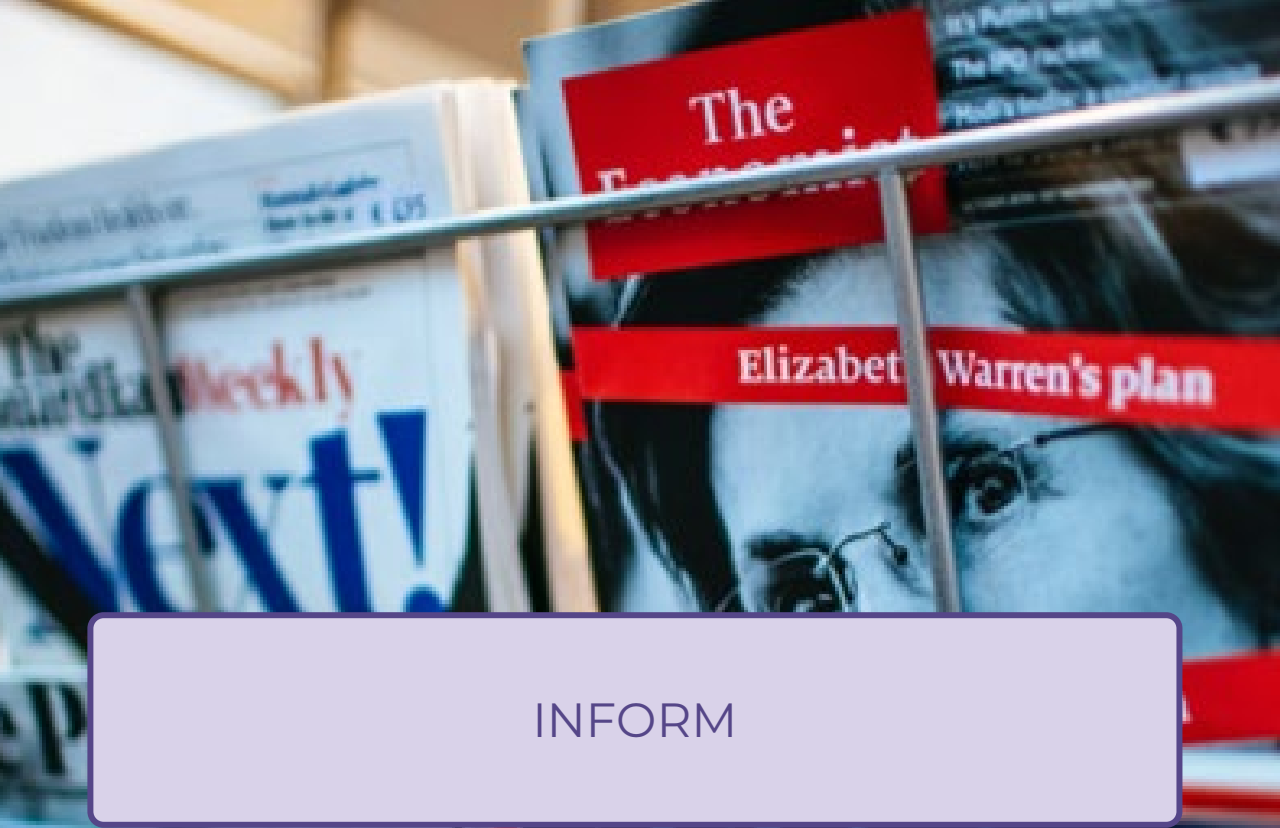
Target Audiences

Persuasive Aims

Story

Creative Formats





INFORM



EDUCATE



ENTERTAIN

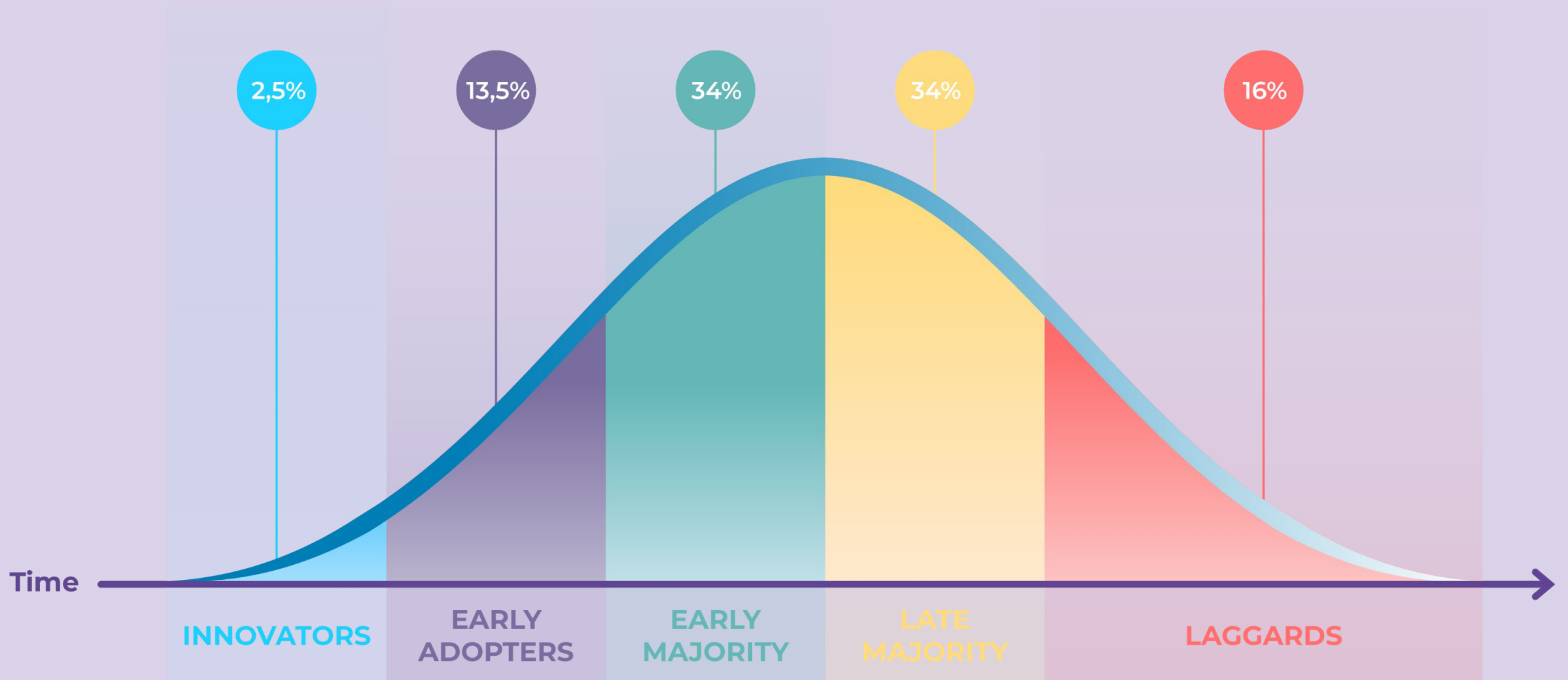


REFLECTION

What was a good learning experience?

What was a bad learning experience?





Learning Domains

KNOWLEDGE



Information

SKILLS



Abilities

ATTITUDE



Beliefs

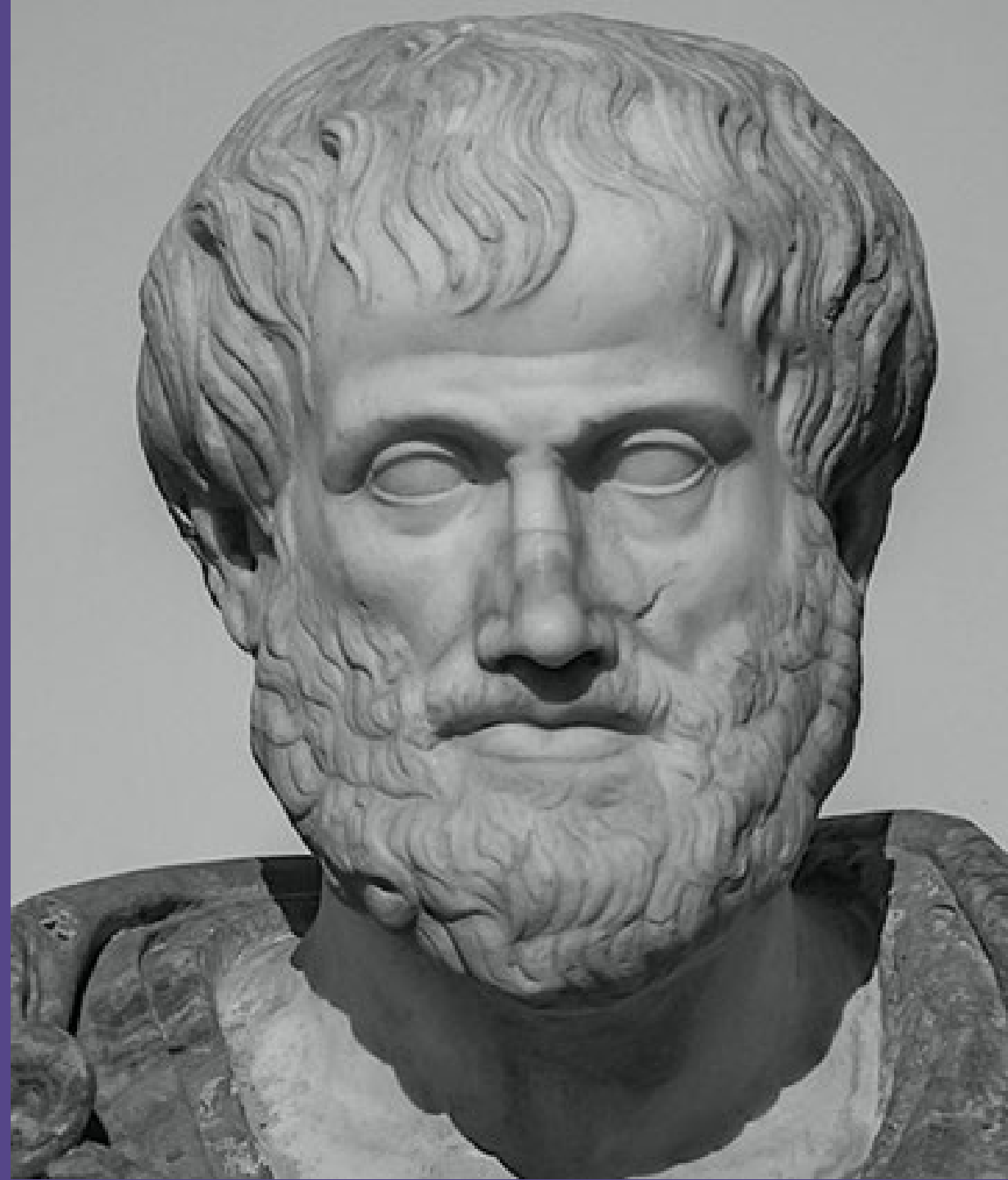
What I hear, I forget.
What I see, I remember.
What I do, I learn.

Persuasion

In order to change behaviour, we need to persuade.

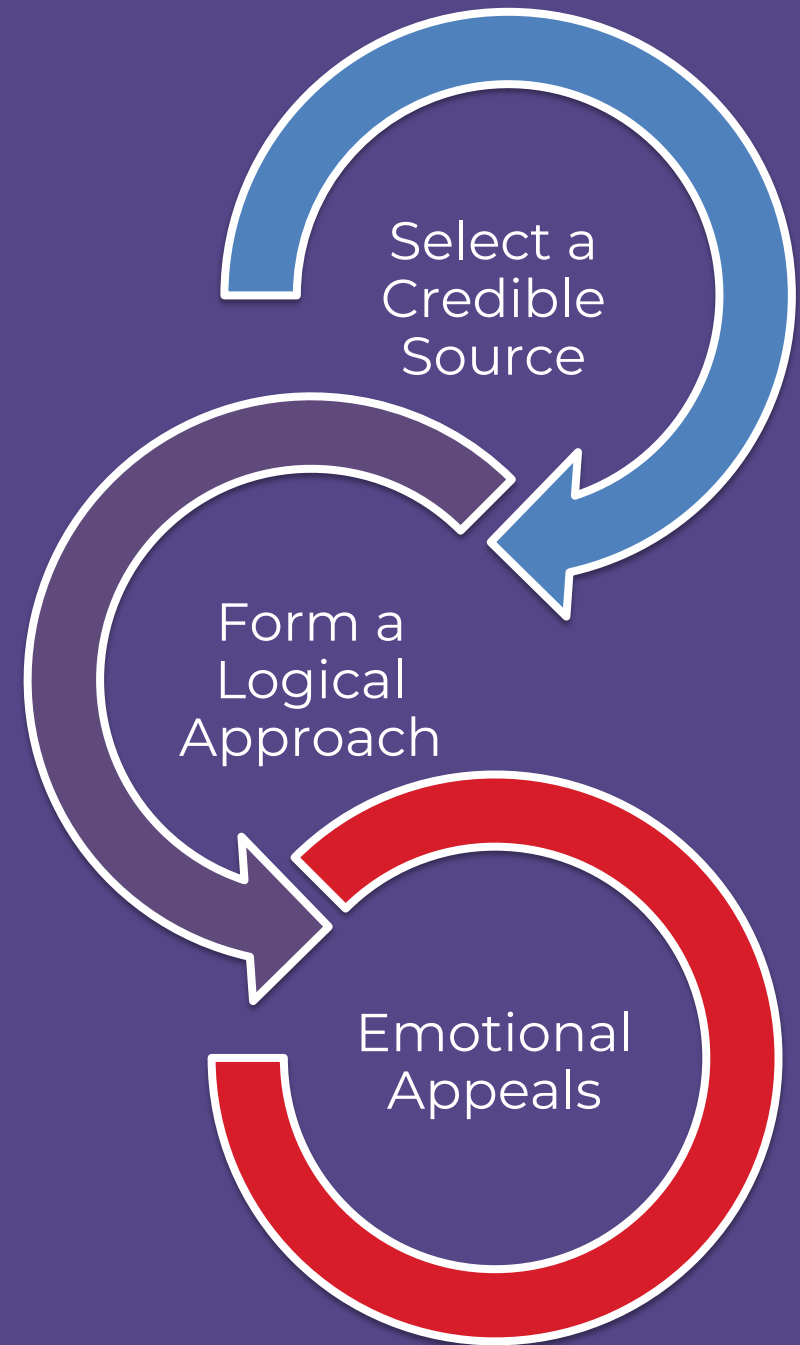
Persuasion is learning with
EMOTION.

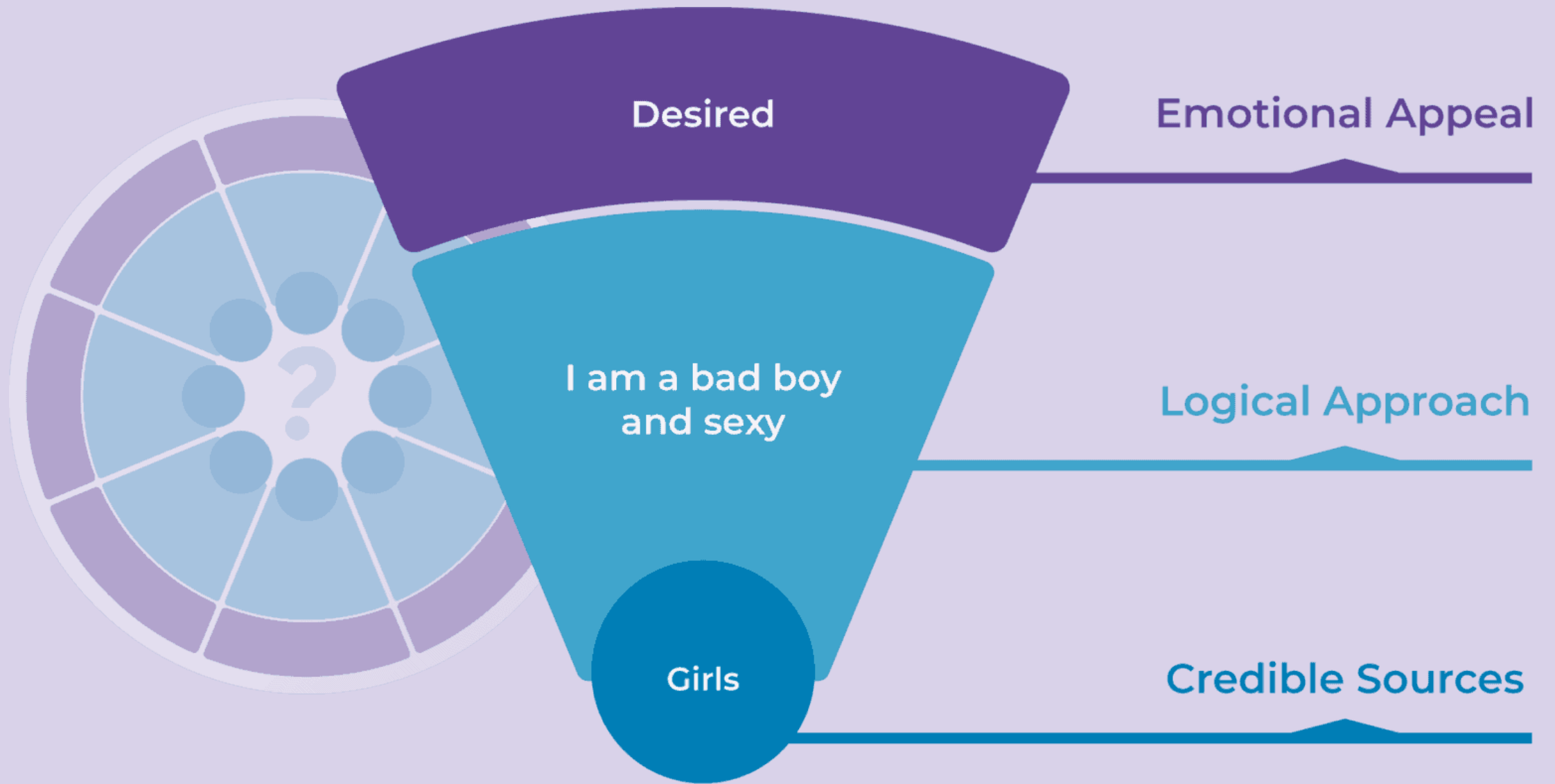
You need to persuade people if you want to add skills or attitudes.





Three Steps in Persuading People





Credible Sources

People we trust to get information from.

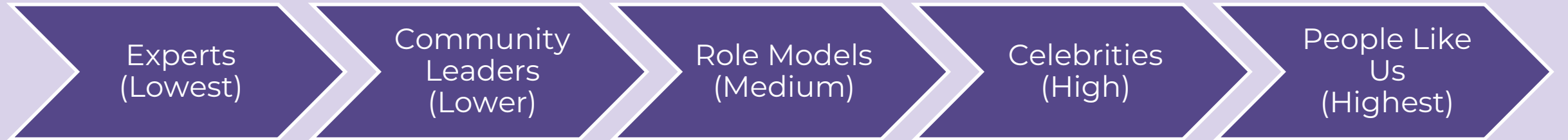
Who are credible sources for your audience?



A simple line-art icon of a lit lightbulb with rays emanating from it, symbolizing an idea or reflection.

REFLECTION

Who do you trust to get your information from?







Vex



Logical Approach

The starting point is essential, you must understand the logic of your audience.

What are their current beliefs?



Why do businessmen
wear neckties?



Vex

Emotional Appeal

Behaviour is belief + emotional payoffs.
Emotion persuades us.

Positive emotional messages are
preferred over negative ones.

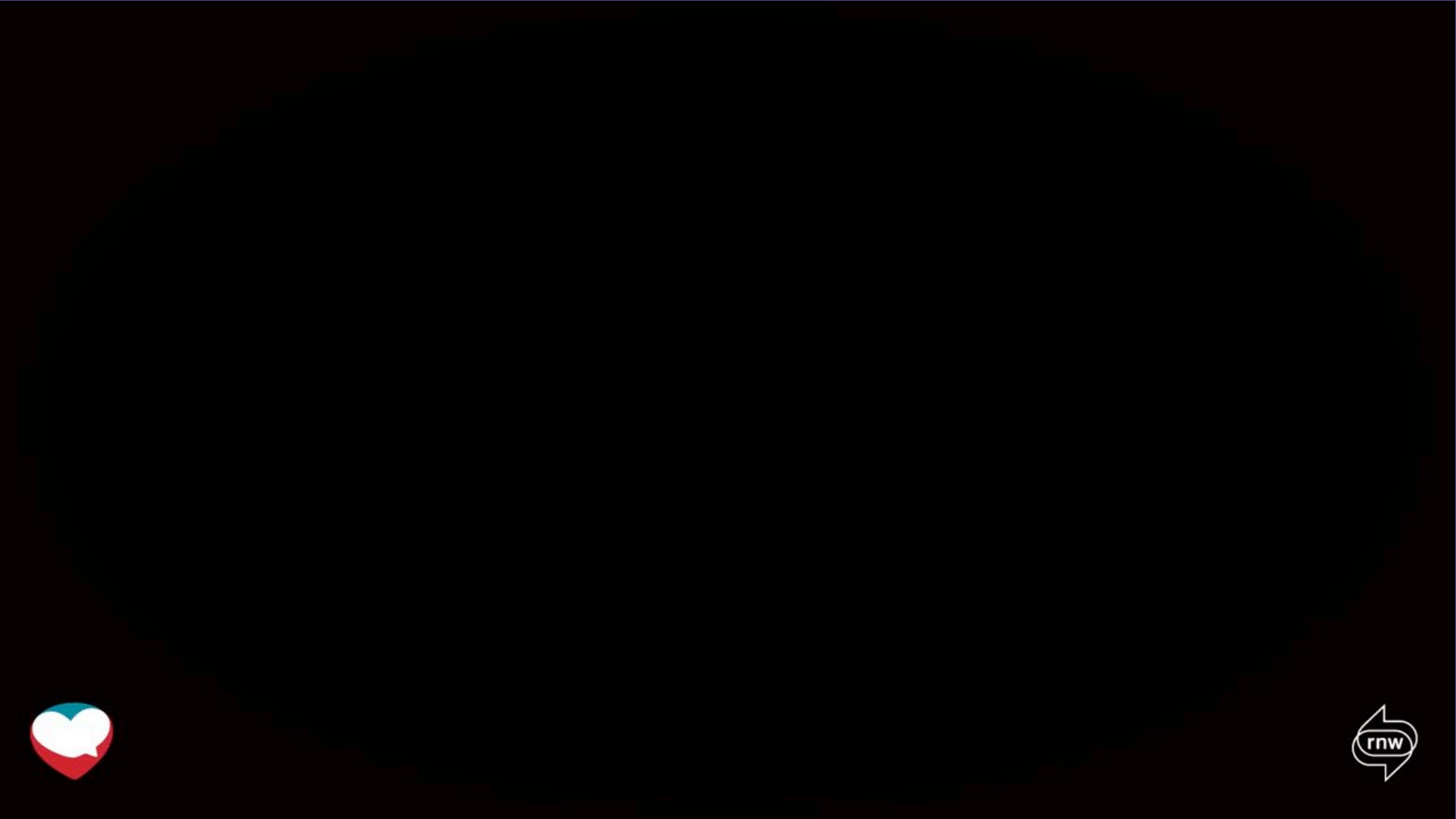






I got my first kiss.

VIDEO 1



VIDEO 2





REFLECTION

1. Which video carries more information?
2. Which one has more emotion?
3. Which one do you connect with more, why?

CASE STUDY

Vote Yes Ireland

“We knew that the frame of equal citizenship captured people. They cared about fairness and equality.” Thus, the campaign focused on these positive messages.



Loving Equal Fair
Generous Inclusive

There are many words to describe Ireland to
On 22nd May we only need one.

YES







FLIP THE TARGET AUDIENCE STATEMENT

- GOAL: Take the Target Audience Statement and create a new agreed reality. This is the change you wish to make!

Target Question: Why do some government officers in South Africa take bribes?

Influencer: peers from independence struggle

Agreed Reality: We fought for this and we deserve it!

Feeling: confidence

TAS: Some Government officers in SA take bribes because peers from independence struggle believe we fought for this and we deserve it and that makes us feel confident

PERSUASIVE AIM STATEMENT

- Government officers in SA who take bribes regret taking bribes and see bribes as robbing the country. Not taking bribes makes them feel proud and confident.

Government officers in SA who take bribes
INFLUENCER - PEOPLE LIKE US

Regret taking bribes and see bribes as robbing the country
LOGICAL APPROACH & NEW AGREED REALITY

Not taking bribes makes them feel proud and confident.
NEW EMOTIONAL APPEAL



EXAMPLE: “LIKE A GIRL” ALWAYS VIDEO

TA statement: Young British girls just around puberty who stop playing sports because they think their friends will see them as ungirly which makes them feel insecure that

Old influencer: your friends

New agreed reality: will admire you playing sport because it makes you a leader

New emotion: and you will feel secure.

PERSUASIVE AIM

- What is your persuasive aim?

Target audience statement +
New influencer (Credible Source) +
New agreed reality (Logical Approach) +
New emotional appeal



ASSIGNMENT

Turn your Target Audience Statement into a Persuasive Aim Statement

Be ready to describe the choice of *Credible Source*, the *Logical Appeal* and *new Agreed Reality* and the *new Emotional Appeal*.



QUESTIONS





REFLECTION

What is your key
takeaway from this
session?



Thank you!