



MODULE 2- TASK 3-ACTIVITY 3A

WP 4 - Material Design
Universitat Politècnica de Catalunya

ERASMUS+ KA2 Strategic Partnership 2018-1-TR01-KA203-058252 Immersive Business and Engineering English in Virtual Reality: A tool for the Sustainable Mobility of the Skilled Workforce in the EU (I-BEE-VR)

Based on the outline developed in Activity 2, now you will plan and organise an appropriate opening and ending for your persuasive presentation. Do the activities in pairs and discuss your choice (pros and cons, etc.) till you reach an agreement (if possible!).

OPENING

You should develop an opening that gets the audience's interest and attention, expresses your key message and leads into the body of your presentation. Read the information in the link below to learn more about effective introductions for persuasive speeches:

<https://www.wikihow.com/Write-an-Introduction-for-a-Persuasive-Speech>

According to this author an effective introduction should have the structure below:

Key aspects in a persuasive opening	How to begin my own presentation
1. Start with a hook	
2. Introduce your thesis	
3. Demonstrate the credibility of the argument	
4. Preview the main points	

Complete the table above with ideas and information for your own presentation. If need to learn more about attention-grabbing beginnings you can read the information in the link below. Note that if you don't capture your audience's attention from the beginning, it is very likely that you lose them right away!

<https://www.ypo.org/2015/04/7-memorable-ways-to-open-a-speech-or-presentation/>

ENDING

When drawing the conclusion, you should summarize the most important ideas in your speech and bring it to a smooth close. You should also try not to cut your conclusion short, call for action and make your ending memorable. Now look at the information on the links below and decide on the key aspects to include in an effective persuasive conclusion.

<https://www.quickanddirtytips.com/business-career/public-speaking/how-to-end-a-persuasive-speech>

<https://www.quickanddirtytips.com/business-career/public-speaking/how-to-end-a-speech>

Which are the key aspects to end a persuasive speech?

- 1)
- 2)
- 3)
- 4)

Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein



MODULE 2- TASK 3-ACTIVITY 3A

WP 4 - Material Design
Universitat Politècnica de Catalunya

ERASMUS+ KA2 Strategic Partnership
2018-1-TR01-KA203-058252 Immersive Business and Engineering English in Virtual Reality: A tool for the Sustainable Mobility of the Skilled Workforce in the EU (I-BEE-VR)

5)

Now decide how to end your own presentation considering the aspects above. Note that an effective persuasive ending is as important as an attention-getter opening!

Complete the table below with information for your own presentation:

Key aspects in a persuasive ending	How to end my own presentation

(add as many as necessary)

Possible answer key:

Which are the key aspects to end a persuasive speech?

- 1) Don't cut the conclusion short
- 2) Summarise the main points
- 4) Call to action and provide solutions (closing statement)
- 5) Use a tieback linking the attention-getter opening and the closing statement
- 6) Make your ending memorable



MODULE 2- TASK 3-ACTIVITY 3A

WP 4 - Material Design
Universitat Politècnica de Catalunya

ERASMUS+ KA2 Strategic Partnership
2018-1-TR01-KA203-058252 Immersive Business and Engineering English in Virtual Reality: A tool for the Sustainable Mobility of the Skilled Workforce in the EU (I-BEE-VR)