

MASTERING THE ART OF PERSUASION

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Informing is easy, and entertaining is even more effortless. It is hard for a speaker to convince the listener and the audience of the relevance of his viewpoint. Barton & Tucker (2021) pointed out that persuasion is hard because people are unwilling to embrace changes. Since persuasion leads to at least altering the current stand of the audience, most of them could be reluctant to accept it. As an educator, it is a great challenge to teach learners about strategizing and mastering the art of persuasion.

Stage Director. Educators are versatile and flexible; sometimes, they even become directors. Cannon (2021) insisted that developing the persuading capacity of the learners could be done with teachers acting as stage directors trying to squeeze out the emotive language from the former. Be it in writing or speaking, emotive language is a plus, and teachers could help their students improve by giving them feedback on how well the emotions were conveyed and what improvement needs to be made. Some students may have the facts, but being convincing comes from having empathy for the topics being discussed. Educators may use various convincing materials as a reference and teach their students to incorporate effective body language for additional conviction. Honoring the ability to persuade seems like upscaling an actor's talent.

The Technicals. Significant matters are forgotten, leading to a lack of practical approaches among learners. The basics and technicalities are usually given very little attention. However, it has to be known that these things will build the target persuasion. The structure and framework, the narratives to be included, the personality test, and the piece's organization all lead to a convincing story (North, 2020). The thing is that students

are fundamental concepts that require input first before being able to master what they need to.

Workshops. Stanart (2016) moreover sees the importance of conducting workshops, especially for learners who are into writing or speaking. Take, for example, campus journalists. They require workshops in developing a story that can convince the readers. Public speaking contestants and essayists also need the training to be virtuous in this piece. Workshops will even hammer the inner skills of every learner. Inside the classrooms, educators may also allocate time for those who want to learn it, such as aspiring writers, so conducting skills training on it could be a plus.

Students who can persuade others could become effective managers and professionals shortly. This capacity is not limited to just joining different competitions. However, once these learners have mastered the skills, we can be assured that these individuals will be able to influence others and impact other people's lives in the long run by letting people take action, trying to convince them to speak against injustice, the art of persuasion matters, especially in today's very dynamic and challenging world.

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