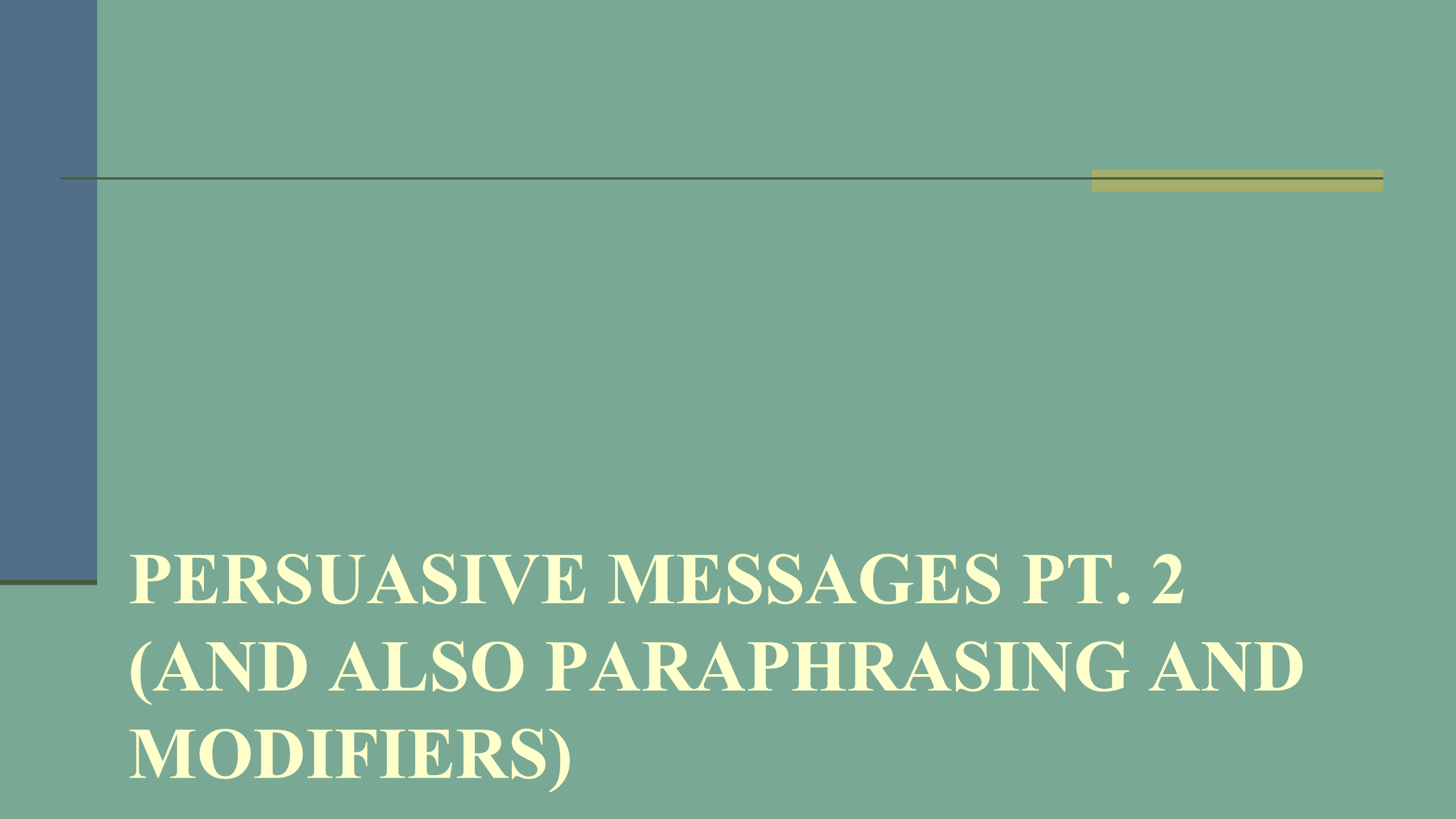




PERSUASIVE MESSAGES PT. 2 (AND ALSO PARAPHRASING AND MODIFIERS)



PARAPHRASING

The Fine Art of Paraphrasing

1. Read the original material intently to comprehend its full meaning.
2. Write your own version without looking at the original.
3. Avoid repeating the grammatical structure of the original.
4. Reread the original to be sure you have covered the main points.

Paraphrasing and Summarizing

- **Paraphrasing** involves putting a passage from source material into your own words. A paraphrase must also be attributed to the original source. Paraphrased material is usually shorter than the original passage, taking a somewhat broader segment of the source and condensing it slightly.
- **Summarizing** involves putting the main idea(s) into your own words, including only the main point(s). Once again, it is necessary to attribute summarized ideas to the original source. Summaries are significantly shorter than the original and take a broad overview of the source material.

Paraphrase Process (Prewriting)

- ✓ Read the original passage as many times as you need to in order to understand it thoroughly.
- ✓ Set it aside and write your paraphrase.
- ✓ Check your paraphrase against the original to make sure you have accurately expressed the original's meaning.
- ✓ Use quotation marks for any term or phrase you have borrowed.
- ✓ Record the source (author, title, page) for future use.
- ✓ Keep notes about to how you expect to use this paraphrase.

Paraphrase

What is wrong with this paraphrase?

Ready to book your stay?

Once you find that perfect vacation rental, it's easy to book and pay securely online. Listings that have a "Request to book" button allow you to immediately submit a booking request—and owners / managers have 24 hours to accept your request. When booking and paying online, always be sure to pay through HomeAway checkout so that your payment is covered by our Book with Confidence Guarantee™.

Paraphrase

HomeAway is easy to use. You can book online and your pay is secure. There is a "Request to book" button that allows you to submit a request. Owners will get back to you in 24 hours. It is best to pay through HomeAway checkout to get the Book with Confidence Guarantee.

Signal phrases

- Signal phrase should include author (if available), title, and place of publication (website, magazine, newspaper, etc.)

Title

- Ex: An article entitled “How to Use Instagram in Your Restaurant” published in *Forbes Magazine* says that guests are more likely to try a new dish if they’ve seen a picture of it online

Place of
Publication
(italics)

Signal
 (“says”)

paraphrase

In-class writing

Original Quotation:

- “Students frequently overuse direct quotation in taking notes, and as a result they overuse quotations in the final [research] paper. Probably only about 10% of your final manuscript should appear as directly quoted matter. Therefore, you should strive to limit the amount of exact transcribing of source materials while taking notes.”
- **Source:**
- Lester, James D. *Writing Research Papers*. 2nd ed., 1976, pp. 46-47.

Instructions:

- Read the original passage as many times as you need to in order to understand it thoroughly.
- Write your paraphrase. Include a signal phrase.
- Check your paraphrase against the original to make sure you have accurately expressed the original's meaning.

Pair and share. Review your partner's paraphrase. Compare it against the original. Discuss the similarities and difference in what you included.

Check your work!

■ Did you...

- Introduce your paraphrase with a signal phrase (including author if available, title, and place of publication)?
- Get across the main point of the original without plagiarizing?

Direct vs. Indirect Strategy

Figure 5.5 Audience Response Determines Direct or Indirect Strategy



Applying the Four-Part AIDA Strategy

Figure 10.5 Applying the Four-Part AIDA Strategy to Persuasive Documents

Attention

- Summary of problem
- Unexpected statement
- Reader benefit
- Compliment
- Related facts
- Stimulating question

Interest

- Facts, figures
- Expert opinions
- Examples
- Specific details
- Direct benefits
- Indirect benefits

Desire

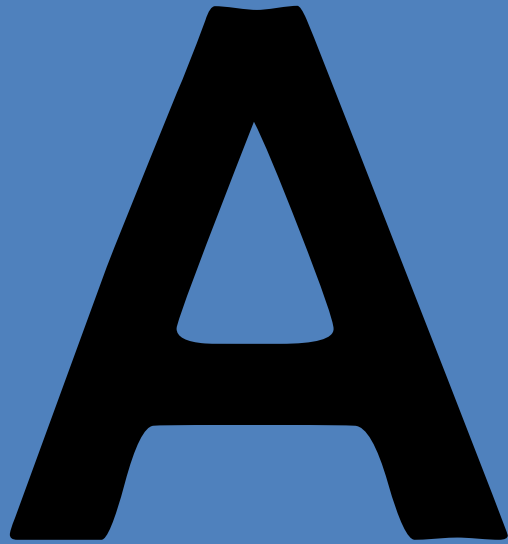
- Reduce resistance
- Anticipate objections
- Offer counterarguments
- Use *What if?* scenarios
- Demonstrate competence
- Show value of proposal

Action

- Describe specific request
- Sound confident
- Make action easy to take
- Offer incentive or gift
- Don't provide excuses
- Repeat main benefits

[Forbes: How To Use The AIDA Formula To Boost Your Content Marketing Strategy](#)

Four-Part AIDA Strategy

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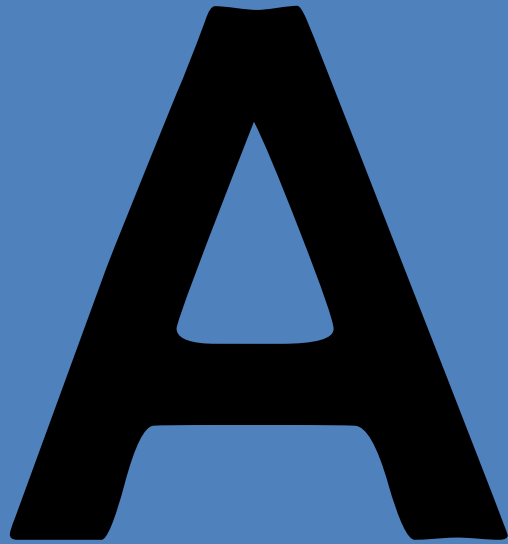
Attention

Gain the audience's **attention** by opening with one of the following:

- Problem
- Unexpected statement
- Reader benefit
- Compliment
- Related facts
- Stimulating question

*If you ask a question, you'd better answer it in the next paragraph.

Attention



Attention

- Use the indirect strategy rather than blurting out the request immediately.
 - Your request should not be given away in the opening or the subject line!
- The indirect strategy is appropriate for business messages that request favours and actions.
- Opening should be brief (one or two sentences).

Four-Part AIDA Strategy

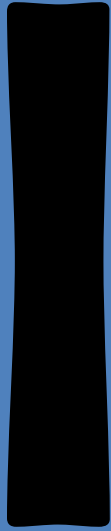


Interest

Build audience **interest** by using the following:

- Facts, figures
- Expert opinions
- Examples
- Specific details
- Direct benefits
- Indirect benefits

Build Interest



Interest

- Establish your credibility, if necessary, by explaining your background and expertise.
- Tie facts to direct and indirect benefits.

Direct and Indirect Benefits



Interest

Direct benefit

If you accept our invitation to speak, you will have an audience of 50 potential customers for your products.

Indirect benefit

Your appearance would prove your professionalism and make us grateful for your willingness to give something back to our field.

Subject Phrase/Request

- ✓ State your request at the end of the interest paragraph or the beginning of the desire paragraph.

Four-Part AIDA Strategy



Desire

Elicit **desire** by doing the following:

- Reducing resistance
- Anticipating objections
- Offering counterarguments
- Using *what if?* scenarios
- Demonstrating competence
- Showing the value of your proposal

Create Desire

A large, bold, black letter 'D' is centered on a blue square background. The 'D' is thick and stylized, with a slight shadow effect on the right side.

Desire

- Minimize objections and provide counter-arguments.
- Establish credibility and expertise.
- Emphasize benefits; suggest what might be lost if the request is not granted.
- In requesting favours or making recommendations, show how the receiver or others will benefit.

How to Reduce Resistance

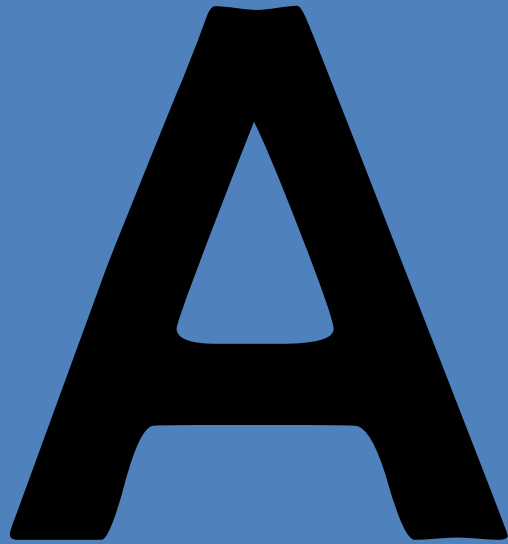
- Counter resistance with finesse
- Minimize objections by presenting your counterarguments in sentences that emphasize benefits.
 - E.g. “Completing the extra grammar and style practice (found on the green pages of the course pack) will take up valuable time at the end of term, but the additional practice will improve your performance on the exam. Moreover, your improved writing will benefit you in more classes than just COMM 2293.”
- Don’t bring up objections that aren’t likely to have occurred to the receiver in the first place.

How to Reduce Resistance

Example

Although your gift to Neonatal Care Centre is not tax-deductible, it would help us purchase one Intensive Care Ventilator. This unit would be put to use immediately in caring for critically ill and premature newborn infants.

Four-Part AIDA Strategy

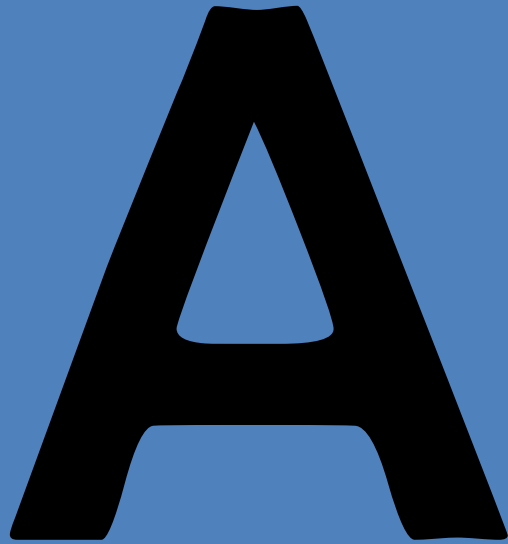
A large, bold, black capital letter 'A' is centered on a solid blue rectangular background. The letter is stylized with a slight shadow or depth, giving it a three-dimensional appearance.

Action

Prompt **action** by doing the following:

- Describing specific request
- Sounding confident
- Making action easy to take
- Offering an incentive or gift
- Offering no excuses
- Repeating the main benefits

Action

A large, bold, black capital letter 'A' is centered within a solid blue square. The letter is simple and sans-serif in style.

Action

- Suggest specific and easy-to-follow action with a deadline and reason for the date.
- Don't sound apologetic or supply excuses.

Prompting Action



Action

- Don't be:
 - Too General
 - Too Timid
 - Too Pushy
- Action should be clear and specific:
 - Suggest a concrete first step

Tone

Figure 4.6 Levels of Diction



- Create/maintain good will
- Focus on “you” view—what are the reader’s benefits?
- Invite cooperation—think of how you would get the reader on your side.
 - Don’t: lecture, condescend, intimidate, etc.

How to include research

- Use signal phrases (e.g. “According to Jeremy Lundholm, an associate professor in Saint Mary’s Biology department, a major benefit of green roofs is storm water management”)
 - Be accurate!
- Don’t use in-text citations or a reference list.

A

ttention

- Get the reader's attention
- Use a fact or statistic
- Ask a question
- Say something surprising

Ex: Did you know that according to Statistics Canada, Nova Scotia has more cases of breathing related illness than any other province in Canada?

I

nterest

- Build interest in your topic
- Use facts and statistics
- Explain the current problem

Ex: Second hand smoke from cigarettes is one of the major causes of lung, throat and mouth cancers, according to Smoke Free Nova Scotia.

State your request

D

esire

- Build the reader's desire
- Give reader benefits
- Counter your reader's arguments

Ex: To improve air quality for its students, Saint Mary's University should consider becoming one of the many university campuses across Canada to become smoke free.

Ex: Although a smoke free policy can be challenging and costly to enforce, Saint Mary's will see an increase in student enrollment from those who want to study and live in a clean, healthy environment; this could offset any costs associated with implementing the smoke free policy.

A

ction

- Get your reader to take action
- Restate your request
- Suggest a first step
- Build goodwill

Ex: Please consider making Saint Mary's University a smoke free campus.

Ex: I would appreciate the opportunity to deliver a presentation about the benefits of a smoke free campus at the next Board of Governors meeting.

Assignment 5 Format

Memo Format:

- ✓ 4-part header
- ✓ Relevant subject line

Assignment 3 Format

Four paragraphs:

1. Opening paragraph should be a brief **attention**-getting **fact, statistic** or **question**. Ex: Did you know that according to CTV News, 5 million Canadians are going to the United States every year for cheaper flights?
 - One or two sentences total
2. Use **statistical information** to help you to explain why this is an important issue in which the reader should be **interested**.
3. In the **desire** paragraph, outline the **benefits** of the action as well as **reduce any resistance** the reader may have by countering possible arguments.
4. Make sure the **action** is specific and clearly explained for the reader.

How well does this message use the AIDA Strategy?

To: [Your boss's name]

From: [Student's name]

Subject: Improving Employee Productivity, Morale, and Recruiting

We employees here at First Federal think that the two most important elements in workplace productivity are skills and high morale.

Both of these elements can be boosted through an employer-sponsored tuition-reimbursement program. Here's how most programs work. Employees attend evening or online college classes. If they finish approved courses with a C or better, they are reimbursed for the costs of books and fees.

Many local employers—such as TD Bank, Staples, GE, and Computer Associates—already have such programs in operation. Enclosed are several articles and printouts describing such programs. These employers consider tuition-reimbursement programs a smart investment because employees improve their skills and create a strong pool for promotion. Surveys show that such programs improve morale and loyalty. Moreover, companies with tuition reimbursement programs are more attractive to quality job candidates.

My colleagues and I have done research on these programs at other companies. In a meeting before April 1, we'd like to show you our data and discuss the possibility of such a program here at First Federal. Please call me at Ext. 348 to arrange a time.

Misplaced Modifiers Summary

- **What is it?**
 - A misplaced or dangling modifier is a phrase that is not located properly in relation to the words they modify.
- **How do we catch it?**
 - Check for words that add description to the sentence and make sure they are adding description to the right word, phrase or clause
- **How do we fix it?**
 - Rewrite the sentence so that you place modifiers as close as possible to the word, phrase or clause they modify
 - Watch out for –ing modifiers that aren't logically connected to the main part of the sentence (dangling)
 - State the subject immediately following the modifier
 - Add the subject to the dangling phrase

What is the difference between these two?

- X As an economics major, **my microeconomics report** will be about supply and demand.
- ✓ As an economics major, **I** will be writing about supply and demand for my microeconomics report.

More examples of dangling modifiers and their revisions:

- **INCORRECT:** After reading the original study, the article remains unconvincing.
- **REVISED:** After reading the original study, I find the article unconvincing.

- **INCORRECT:** Relieved of your responsibilities at your job, your home should be a place to relax.
- **REVISED:** Relieved of your responsibilities at your job, you should be able to relax at home.

- **INCORRECT:** The experiment was a failure, not having studied the lab manual carefully.
- **REVISED:** They failed the experiment, not having studied the lab manual carefully.

Identify the Modifier. Revise the sentence so that the modifier clearly modifies the correct noun

- **Henry wants to learn to speak French badly**
- **The ambulance took the victim to a hospital with a broken leg**
- **Susan worked long hours to put herself through college as a sales clerk**
- **Flying overhead, the hunter shot at a goose**

Review: Modifiers

- Exercises on Modifiers:

<http://www.chompchomp.com/exercises.htm>

http://grammar.ccc.commnet.edu/grammar/cgi-shl/quiz.pl/modifier_quiz.htm

http://aliscot.com/bigdog/dmmm_exercise.htm

Reminders

- Assignment 3 Workshop Next Class!
 - Bring two copies of your assignment Be on time!