



Comm Skills Virtual Learning

Legal Communications I & II

Research & Investigation

May 7, 2020



Lesson: May 7, 2020

Objective/Learning Target: Students will research and investigate gaps in laws and policy.

Bell Ringer/Let's Get Started

What does it mean to be persuasive? Think about a time you were able to change someone's mind about something they believed or felt. How did you do it?

Lesson/Activity

Persuasive Speaking / Rhetoric

To convince your audience of your policy proposal, you must be *persuasive* - but how can you best do that? Below are the 3 main types of rhetoric (ways of speaking & writing) that you might use to persuade someone to your way of thinking on a topic. Consider each one, and then try them out in brief persuasive sentences.

Scenario: You must convince your audience that your policy proposal is the BEST idea and should be enacted.

Logos: appealing to the *logic* of your listener. You might cite **facts** or **statistics**, or **authorities** (in a hearing, this would include former cases or the law) to appeal to the **reason** of your listener to convince them of your view.

1. Write a **Logos** argument for the above scenario:

Lesson/Activity

Ethos: making an *ethical* appeal to your listener based on your *good character* or *reliability*. You must convince the listener that you are fair, reliable, and understand what you are talking about.

1. Write an *Ethos* argument for the above scenario:

Lesson/Activity

Pathos: appealing *emotionally* to your listener. You persuade by appealing to the emotions of your audience, calling on **personal experiences**, **sympathetic stories**, drawing compassion and empathy from your listener.

Write a **Pathos** argument for the above scenario:

Practice

A presentation of the project could include the opportunity for relevant members of the community to observe and review your work), as well as a chance for you to defend your work to a relevant audience.

The most enriching part of this project is when you put your portfolio and documentation together and present or testify about the policy

This presentation could take the form of:

- Testifying before the school board or a legislative committee, in person or by video
- A presentation at a Town Hall with the City Council, in person or by video
- A presentation to members of the school administration, submitted by video
- Testifying to an executive agency, submitted by video

Practice

Today, let's focus on what to include in your presentation.

Here are the basic components that you will want to cover:

1: Understanding the Problem

2: Analysis of Alternatives

3: Persuasive Policy Plan

4: Action Plan

Let's break these down individually,

Practice

Section 1: Understanding the Problem

- State and explain the problem and its causes and presents evidence that there is a problem
 - Demonstrate an understanding of issue(s) involved in the problem
 - Demonstrate an understanding of existing or proposed public policies
- Explains disagreements about the problem

Section 2: Analysis of Alternative Policies

- Present two or three alternative public policies to address the problem
- Explain advantages and disadvantages of each

Practice

Section 3: Public Policy Development and Persuasiveness

- State a public policy that addresses the problem and identifies the government branch or agency responsible for enacting their proposed public policy
- Support proposed public policy with reasoning and evidence; verbally cite sources as applicable

Section 4: Implementation of an Action Plan

- Identify individuals and groups, both supporters and opponents, who will need to be influenced
- Identify government officials, both supporters and opponents, who will need to be influenced
- Outline and explain an action process for getting their proposed public policy enacted
- Propose action that builds and expands on evidence presented in previous sections

Practice

Overall

- Present material in the display and binder that support reform initiative
- Construct a clear and convincing sequence from one section to the next
 - Use and document research from multiple sources and provide appropriate verbal and written citations for the sources
- - Uses relevant and appropriate graphics and written information

Practice

As you draft you draft your presentation, be sure to think about which issues to highlight. Think about how to capture your audience's attention.

Remember! You are crafting an argument. Be sure to construct your oral presentation in a way that supports your initial claim.

Finally, remember that sometimes less is more. Many government officials have tight schedules. Select the information that is key to building your case for reform.

Additional Resources

[Rhetorical Analysis](#)

[Three Rhetorical Appeals](#)

[Town Hall Meeting](#)