

Access to H.E. National Programme Unit



Unit Title	Persuasive Communication		
Graded Unit Code:	GA33ENG21	Ungraded Unit Code:	UA33ENG21
Pathway(s)	Creative and Performing Arts Humanities and Social Science		
Module(s)	English		
Level	3	Credit Value	3
Valid from:	1 st August 2019	Valid to:	31 st July 2028

The following QAA grade descriptors must be applied if you are delivering the graded version of this unit:

1	Understanding of the subject
2	Application of knowledge
5	Communication and presentation
7	Quality

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Understand the use of oratorical techniques.	1.1 Identify and evaluate oratorical techniques used in literary or real life situations, for example rhetorical questioning, two or three part lists, antithesis, epigrams
2. Understand key devices used in propaganda and persuasive argument.	2.1 Evaluate different types of written or spoken persuasive English to distinguish between valid and invalid arguments 2.2 Identify examples of generalisation, false cause and persuasive uses of analogy and metaphor

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LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
	2.3 Evaluate persuasive techniques commonly employed in, for example, political or commercial propaganda, such as emotive or biased language, appeals to tradition or authority
3. Understand the part played by non-verbal communication in persuading others	3.1 Evaluate a range of non-verbal communication, including assessing the extent to which it contributes to or manipulates the message