Changing lives through learning

Access to Higher Education Unit

This unit forms part of an Access to HE Diploma. If delivering the graded version of this unit, please refer to the Provider Handbook for details on grading descriptors and the application of these across units within your programme.

Unit Title: Persuasive Communication

Graded Unit Reference Number: GA33ENG21

Ungraded Unit Reference Number: UA33ENG21

Module: English

Level: Three (3)

Credit Value: Three (3)

Minimum Guided Learning Hours: 30

Learning Outcome (The Learner will):	Assessment Criterion (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
	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

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