

Persuasive Message Exercise

Patterns of Organizations:

1. You work for the EPA and you have tested the effluent (run-off) for the Jone's Trailer Park to see if it complies with EPA regulations on water quality. The results of the test indicate that the trailer park is in compliance and does not violate the law.
 - (a) informative/positive message

2. You are a graduate school administrator and have received an application for grad school from Ralph Morris. His grades and GRE score are too low for him to be admitted to your school.
 - (b) negative message

3. You want funds to develop a new product. The person who must approve your request believes that the firm should focus all its energies on strengthening existing product lines.
 - (d) problem solving persuasive message

4. You want a graduate school to send you a promotional packet so you can learn about its programs in your field.
 - (c) direct request message

5. You've become aware of a job opening in a company you'd like to work for and need to send your resume and write a letter outlining your qualifications for a job.
 - (a) informative/positive message

Persuasive Message Exercise:

Subject Line: Pardington Hall Reservations

Smoothly coordinating the many events that take place in Pardington Hall on a daily basis is critical to all of our campus organizations and departments that need an auditorium facility. (*1-common ground statement*)

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Keep in mind that the hall is primarily reserved for chapel, classes, all Department of Music concerts, recitals and rehearsals, and administrative meetings which have been scheduled months in advance. Referring to the school calendar may not guarantee a vacancy in Pardington. (2-problem defined)

Because so many people are using the auditorium and Pardington classrooms without first reserving them through the Department of Music, we're experiencing numerous schedule conflicts. These conflicts require events to be relocated or rescheduled, disappointing those who didn't make reservations. (3-explanation of problem)

Therefore, reserving hall facilities as far as possible in advance is the only way to ensure that your event or rehearsal plans won't be disrupted because of a conflict with a previously scheduled activity. (4- Solution to the Problem and its Benefit)

If you wish to use Olson Auditorium or any classroom in Pardington, please make your reservations by calling the Department of Music office (ext. 4688). That way, we can all be free of schedule conflicts and enjoy using the hall. (5-the action you want)

Persuasive Strategies:

1. Asking for an extension on a project
 - Give reasons why it is beneficial to extend the project
2. Requesting a job interview
 - Point out own strengths as well as commonalities and clarify why the company benefits from one's own skills and experience
3. Requesting a free trial of service
 - Demonstrate why a free trial can convince you to buy the product for a fee
4. Inviting customers to a store opening
 - Show respect and gratitude to the customer due to the joint cooperation through the invitation

5. Reporting a co-worker's poor work performance

- Demonstrate how better work performance by the employee would help the team be more productive and effective

6. Requesting a new office computer

- Demonstrate how a new office computer can help you do your job better and provide more value to the company

7. Asking co-workers to participate in a charity event

- Showing the added value of the charity event for each individual who participates and the added value of the event for the rest of the people. Making the charity event personally familiar to the employees will help in this regard