

Gateway B2 Workbook Unit 6

Gateway B2 Workbook Unit 6 Mastering the Art of Persuasion

Gateway B2 Workbook Unit 6 is a comprehensive resource designed to enhance students' ability to effectively persuade others in both written and spoken English. It builds upon the foundational language skills acquired in previous units, focusing on advanced vocabulary, grammar structures, and rhetorical techniques vital for crafting persuasive arguments. Persuasion, argumentation, rhetoric, vocabulary, grammar, writing, speaking, B2 English communication, critical thinking, negotiation, influence.

Unit 6 of the Gateway B2 Workbook delves into the nuances of persuasion, equipping learners with the tools to communicate their ideas convincingly and achieve desired outcomes. The unit encompasses a wide range of activities that promote:

- Vocabulary Development**: Introduces key terms related to persuasion such as appeal, ethos, pathos, logos, counterargument, and rebuttal.
- Grammar Focus**: Reinforces essential grammatical structures necessary for constructing compelling arguments, including conditional clauses, modal verbs, and complex sentences.
- Rhetorical Strategies**: Explores various techniques for crafting persuasive arguments, including logical reasoning, emotional appeals, and rhetorical devices.
- Writing Practice**: Provides opportunities for students to apply their knowledge by writing persuasive essays, letters, and speeches.
- Speaking Activities**: Fosters confidence in communicating persuasive arguments orally through debates, presentations, and roleplaying scenarios.

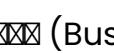
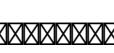
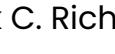
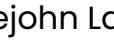
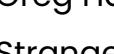
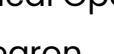
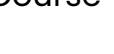
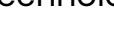
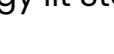
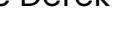
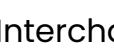
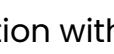
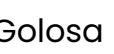
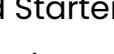
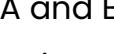
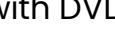
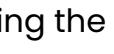
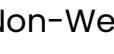
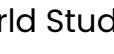
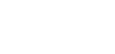
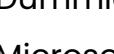
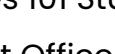
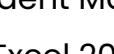
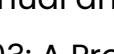
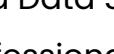
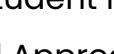
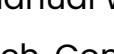
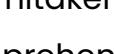
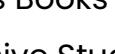
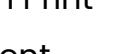
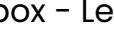
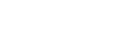
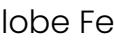
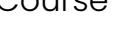
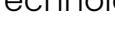
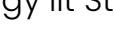
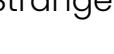
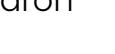
Conclusion: Mastering the art of persuasion goes beyond simply stating your opinion. It requires a deep understanding of your audience, the ability to tailor your arguments to their values and beliefs, and the finesse to navigate complex ethical considerations.

Unit 6 of the Gateway B2 Workbook provides a solid foundation for developing these skills, empowering learners to become effective communicators and influential thinkers. In an increasingly interconnected world, the ability to persuade effectively is a valuable asset, enabling individuals to shape opinions, foster collaborations, and drive positive change.

FAQs

1. What is the difference between persuasion and manipulation? While persuasion aims to convince others through reasoned arguments and ethical appeals, manipulation seeks to exploit vulnerabilities and control others for personal gain. Persuasion emphasizes transparency and respect for the listeners' autonomy, while manipulation often involves deception and coercion.
2. Can I use persuasive techniques in everyday life? Absolutely. Persuasive skills are valuable in diverse settings, from negotiating a salary to advocating for a cause. You can use them to effectively communicate your ideas and influence others.

your needs win over colleagues or inspire others to action 3 Is it always ethical to persuade others Ethical persuasion involves using genuine arguments and respecting the recipients right to disagree Its crucial to avoid using misleading information exploiting vulnerabilities or pressuring individuals against their will 4 Is persuasion solely about language skills While language plays a vital role persuasion also involves nonverbal communication such as body language and tone of voice It requires empathy understanding and the ability to build rapport with your audience 5 What are some common fallacies to avoid when arguing Common fallacies include ad hominem attacks attacking the person instead of the argument straw man arguments misrepresenting the opponents position and appeals to emotion manipulating feelings instead of logic Be mindful of these pitfalls to ensure your arguments remain credible and persuasive

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