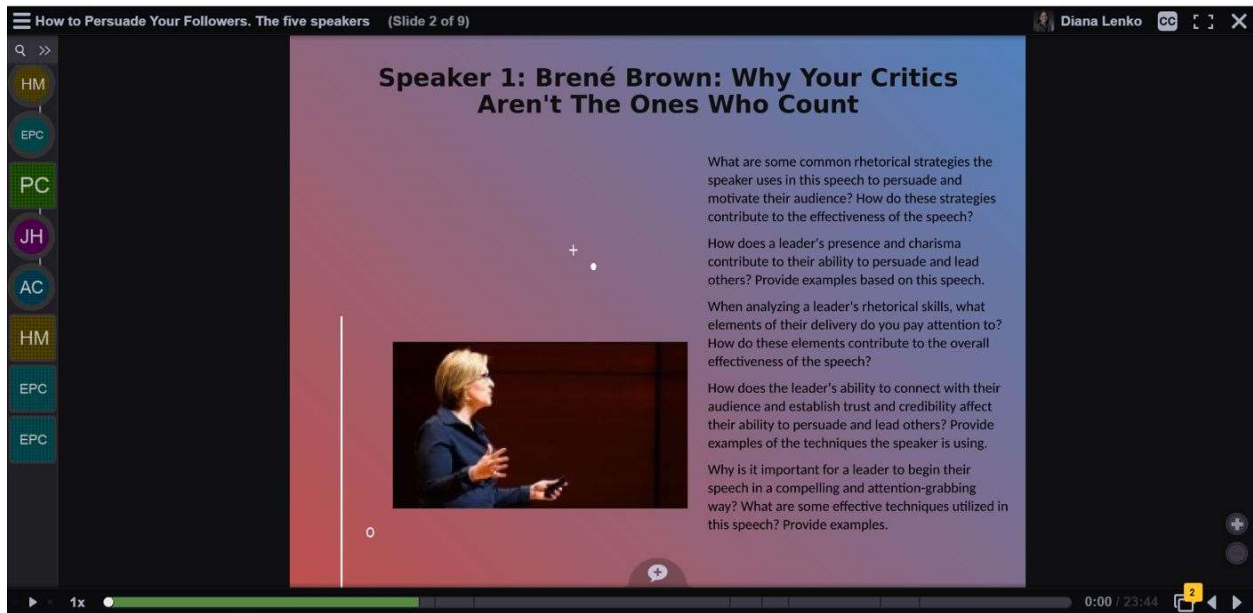


The instructor utilized VoiceThread to create an engaging and interactive presentation on leadership. The presentation consisted of five slides, each featuring a video of an exemplary leader giving a speech. To encourage critical engagement with the content of the speeches, the instructor added a set of questions for each speaker. Additionally, two reflective discussion slides were included to prompt students to analyze the speeches in the context of the class, considering key course concepts such as presence, charisma, rhetorical persuasion, and audience appeal.

As part of the assignment, students were tasked with analyzing the speeches featured in the presentation and writing an initial commentary of approximately 500 words (or the equivalent if they choose to submit a video or audio comment) by a specified deadline. The instructor provided clear and detailed instructions, emphasizing the importance of producing a substantial and thoughtful contribution that demonstrated their understanding of the material.

To encourage active engagement and foster collaborative learning, students were also asked to reply to at least two of their peers' comments throughout the remainder of the week. This allowed for the sharing of insights and ideas and facilitated building on each other's contributions, ultimately leading to a deeper understanding of what it takes to be a successful leader in today's complex and ever-changing world. Overall, the assignment served as an effective tool for promoting critical thinking, active engagement, and collaborative learning among students.

Screenshots of the VoiceThread Assignment:



How to Persuade Your Followers. The five speakers (Slide 8 of 9) Diana Lenko

THE 3 PILLARS OF RHETORIC

LOGOS
WHAT YOU SAY MAKES SENSE
FACTS
FIGURES
DATA
SURVEYS
STATISTICS
RESEARCH
EXPERT TESTIMONIES
EXAMPLES
DEMONSTRATION

ETHOS
YOUR AUDIENCE BELIEVES YOU
REPUTATION
EXPERIENCE
AUTHORITY
QUOTES
SIMILARITIES
INTERACTION

PATHOS
THEY FEEL CONNECTED
VISION & DREAMS
METAPHORS
HUMOR
STORIES
VULNERABILITY

ACTION

Muck, F. (2016). 102 VISUAL TIPS: For More Simplicity in Public Speaking

Diana Lenko: Based on your analysis of effective leaders, what attributes do you think are most important for persuasive leadership? Why?

1x 0:00 / 10:07