

# Welcome to TechEx '15



**TechEx**  
2015



Lights, camera,  
action: Using the  
Tom Fink Studio  
for a first year  
business unit

Dr Gemma Lewis  
Mr Chris Rattray

# Background

**It all started in a first year unit...**



## **BMA116 Communication for Business Professionals...**

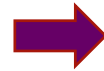
- Previously I had recorded lectures using Echo360, duration approx. 35 mins, narrated PowerPoints with occasional webcam/screen share
- But...I was motivated to improve these and create:
  - 1) more professional and engaging lectures that could be used in more than one offering and possibly even other units
  - 2) an exemplar of how the principles of professional communication apply in practice (showcasing this for both my students and peers)
- My aim was to produce weekly topic videos (lectures) that:
  - ★ Could be uploaded to YouTube and conveniently viewed by students
  - ★ Were shorter in length (average 15 mins); clear, concise & engaging
  - ★ Enabled me to experiment with new technology; learn new skills
  - ★ Set an example among peers for using TELT; share my experience

# How I did it

## The 6-step process I followed...

### 11 topics/lectures

- My aim was to ‘introduce’ the material to students
- Each lecture was supported by a chapter reading, additional materials in MyLO, a self-study quiz, a two-hour workshop or web conference
- For each lecture I would...



1. Research and collate topic materials (text chapter, previous notes/lectures, additional materials) 🕒 1-2 hours
2. Write the script in word doc; proof read and edit myself; email to Chris in advance of studio time 🕒 3-4 hours
3. Turn up to booking and lights, camera, action on! Listen to Chris and wear appropriate clothing, drink water, be prepared 🕒 1-2 hours
4. Compile mark-up/editing instructions for Kevin (Senior Educational Technologist with TSBE) 🕒 1-2 hours
5. Check first draft of YouTube video; email any further edits 🕒 15-30 mins
6. Insert YouTube link into Learning Hub folder in MyLO for students to access 🕒 15 mins

# Lecture script



Week 9 Persuasion, Argumentation and Reasoning | Chapter 7 1

**[Scene 1 Introduction]**

Hello and welcome to this week's lecture on the topic of Persuasion, Argumentation and Reasoning. In many business situations, one of your key aims will be to persuade another person or group of your idea, opinion or strategy. Persuasion and influence are considered tacit skills, which we use every day for both good and bad reasons and in both personal and professional situations. Although we all do it, most of us are probably not aware of the different persuasive techniques we use or how we can avoid some of the common fallacies and weaknesses in communicating an argument. Developing your skills in effective persuasion, argumentation and reasoning can take time and will require you to engage in conscious and critical thinking. It's not about being aggressive, pushy or opinionated. Your ability to persuade others will also be affected by the research you do, your credibility, your assertions and thinking, and the type of appeal you use. This week we'll look at some different persuasive techniques and strategies and how they apply in internal and external organisational communication. Almost all business messages contain some degree of persuasion – whether this is applying for a job, presenting a new and complicated proposal to your shareholders, or selling a product to a customer. Understanding persuasive techniques will improve your ability to make requests, and influence the way others think, feel and behave.

**[Scene 2 definitions]**

The prescribed text defines persuasion as seeking to motivate the receiver to act. Persuasion can also be defined as communicating with someone who doesn't think or feel the same way that you do. By presenting them with evidence, logic, facts or benefits you can influence their opinions and attitudes, and even encourage them to behave in a certain way. In a business context, persuasion plays an important role in marketing, media releases, reports and proposals, job applications, speeches and tendering documents. In all these cases, the sender is projecting information in a persuasive manner and in many cases, influencing a decision that will be made. Take a sales pitch for example; here the purpose of your communication is to 'sell' a new product or idea you have. To do this successfully, you need to form an effective and convincing argument as to why your product is superior to other alternatives, and what the benefits of the product are according to your audience's needs and motivations. Simply projecting your opinion is not the same as asserting your argument. Communicating an argument whether in business or at university, involves showing your reader or recipient your reasoning processes and then using evidence to support your claims. At its most broad and basic level, logic refers to the series of steps you took to establish your proposition and or argument. If you write an essay without a plan and coherent structure, or you fail to refer to research or theory as evidence, then your argument will be considered weak and subjective. In business, we should

Week 9 Persuasion, Argumentation and Reasoning | Chapter 7 2

audience, for example, will also help make your message clear, positive and more compelling. Read carefully the relevant sections of Chapter 7, and pay attention to the professional practice tips throughout and the checklist for good arguments. You'll see there is also a section on skilful business writing and a contemporary industry example of a government report. Both are relevant for your group assignment and developing your skills in preparing professional and persuasive reports and proposals.

**[Scene 3 tips and advice]**

So what are some other quick and easy tips for making your business communication more persuasive and logical? Many link the art of persuasion, or sometimes known as rhetoric, with ancient Greek civilisation, where famous philosophers like Aristotle, proposed that our choice of language and verbal skills were powerful means of communicating truth, reality and logic. In the study guide you'll see how Aristotle's three means of persuasion can be applied to communication today. In other business or marketing units you'll study how emotional appeals and logic, for example, can be used as part of a negotiation strategy or marketing campaign. Another piece of advice for enhancing your persuasion skills is simple, clear and good thinking. Before you open your mouth or write an email, think about whether your information is grouped logically and linked properly. If your message is unclear, you'll struggle to make a positive impression on the receiver and convince them of your particular point of view. Don't underestimate the power of short simple sentences for communicating very clearly what you are proposing. Whether you're preparing for a verbal presentation or writing a letter, email or proposal, it's also useful to ask yourself... Is there any information missing? as this may be important to the audience forming an opinion and understanding your thinking. Another useful tip is to ask yourself: Have I structured my message clearly, so the reader or audience can easily follow and decipher my reasoning? A simple technique here is to use scaffolding and connecting the different parts of your argument with linking devices and key words. A clear and logical communicator will also check for hidden assumptions before they send persuasive messages. A statement such as 'all Greens supporters are hippies, naturalists and unemployed' contains a variety of hidden assumptions that could offend your audience or at the very least cause them to question your credibility. To convince people of their opinion or assertion a business professional should think critically about both sides to an argument or position they are taking. For example, before putting forward a proposal on social media usage, a business professional should research what the benefits and drawbacks of social media are, and use logic and evidence to explain how social media can actually be applied in many aspects of business, not the least of which is marketing and public relations.

400 English (Australia) 90%



# Editing/mark-up instructions

| Week 9                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Scene</b><br><b>What appears on screen</b>                                                                                                                                                                                    | <b>Gemma's Instructions</b>                                                                                                                                                                                                                                                                                        |
| <b>Opening/Scene 1</b><br><i>Note: the pace at which I speak in the first couple of scenes is quite fast, because the auto cue was on a slightly higher speed. Hopefully this doesn't make it too hard to apply these edits.</i> | Do the usual open slide, and insert in the top left corner of the screen: Persuasion, Argumentation and Reasoning<br><br>Have this topic name appear beside me as I say it.                                                                                                                                        |
| "...persuade another person or group of your idea, opinion or strategy"                                                                                                                                                          | Have <b>appear</b> beside me from start of sentence "In many business situations..."                                                                                                                                                                                                                               |
| "Conscious and critical thinking"                                                                                                                                                                                                | Have <b>appear</b> beside me from start of sentence "Developing your skills in effective...."                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>Research</li> <li>Credibility</li> <li>Assertions and thinking</li> <li>Appeals</li> </ul>                                                                                                | Appear beside me as dot points as I say them, or from the start of sentence "Your ability to persuade others will...."                                                                                                                                                                                             |
| <b>Scene 2 Definitions</b>                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                    |
| "Persuasion: seeking to motivate the receiver to act"                                                                                                                                                                            | Have <b>appear</b> beside me as I say it – from start of first sentence in this scene                                                                                                                                                                                                                              |
| Influence opinion and behaviour through presenting: <ul style="list-style-type: none"> <li>Evidence</li> <li>Logic</li> <li>Facts</li> <li>Benefits</li> </ul>                                                                   | Have <b>appear</b> beside me from start of sentence "By presenting them with..."                                                                                                                                                                                                                                   |
| Insert free image "report pile" from Pictures collection I shared earlier                                                                                                                                                        | Have this <b>appear</b> beside me as I say sentence "In a business context, persuasion plays an important role in marketing, media releases, reports and proposals, job applications, speeches and tendering documents."                                                                                           |
| A sales pitch = sell your idea                                                                                                                                                                                                   | Have <b>appear</b> beside me as I say sentence "Take a sales pitch for example...."                                                                                                                                                                                                                                |
| 1) Why your product is superior to other alternatives;<br>2) What the benefits of your product are                                                                                                                               | Have <b>fly</b> in one after other as I say these points as part of sentence that starts "To do this successfully...."                                                                                                                                                                                             |
| <ul style="list-style-type: none"> <li>Showing the recipient/reader your reasoning processes;</li> <li>Using evidence to support your claims</li> </ul>                                                                          | Have <b>appear</b> beside me one after the other as I say these words, as part of sentence that starts "Communicating an argument whether in business or at university...."                                                                                                                                        |
| Insert photo of relevant sections of Chapter 7, e.g.: <ul style="list-style-type: none"> <li>Page 225, starting with Professional Practice Tip at top of page</li> </ul>                                                         | Have images <b>appear</b> as full screen; Scroll down over these as I say the words; if you can it would be good to show 2-3 photos one after other to showcase there are a few different sections<br><br>"Read carefully the relevant sections of Chapter 7, and pay                                              |
| page where there is a Checklist for good arguments                                                                                                                                                                               | checklist for good arguments. You'll see there is also a section on skilful business writing and a contemporary industry example of a government report. Both are relevant for your group assignment and developing your skills in preparing professional and persuasive reports and proposals"                    |
| <ul style="list-style-type: none"> <li>Page 233 Starting at top with heading Skilful business writing</li> </ul>                                                                                                                 |                                                                                                                                                                                                                                                                                                                    |
| <b>Scene 3 Tips and Advice</b>                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                    |
| Try to find free image of Greek Philosophers, Aristotle if possible                                                                                                                                                              | Have <b>appear</b> beside me as I say the words "Many link the art of persuasion, or sometimes known as rhetoric, with ancient Greek civilisation, where famous philosophers like Aristotle, proposed that our choice of language and verbal skills were powerful means of communicating truth, reality and logic" |
| Show image Gemma emailed to Kevin of Aristotle's triangle                                                                                                                                                                        | Have <b>appear</b> as full screen when I start the sentence "In the study guide you'll see how Aristotle's three means of persuasion can be applied to communication today"                                                                                                                                        |
|                                                                                                                                                                                                                                  | Can fade out as I start the next sentence so on screen for long enough for students to see...come back to me when image over                                                                                                                                                                                       |
| Is my information: <ul style="list-style-type: none"> <li>Grouped logically?</li> <li>Linked properly?</li> </ul>                                                                                                                | Have <b>appear</b> beside me as I say these words                                                                                                                                                                                                                                                                  |
| Is there any information missing?                                                                                                                                                                                                | Have <b>appear</b> beside me as I say it                                                                                                                                                                                                                                                                           |
| Have I structured my message clearly so that the reader can follow my reasoning?                                                                                                                                                 | Have <b>appear</b> beside me as I say it                                                                                                                                                                                                                                                                           |
| Insert scaffolding image                                                                                                                                                                                                         | Insert beside me as I say "A simple technique here is to use scaffolding and connecting the different parts of your argument with linking devices and key words                                                                                                                                                    |
| Check for hidden assumptions as these can offend your audience or cause them to question your credibility.                                                                                                                       | Have <b>appear</b> beside me as say sentence "A clear and logical communicator will also check for hidden assumptions before they send persuasive messages" .....could keep on screen until I finish the next couple of sentence with words "...them to question your credibility"                                 |
| Insert free image 'chess knights' as example of both sides of argument                                                                                                                                                           | <b>Appear</b> beside me as I say ". To convince people of their opinion or assertion a business professional should think critically about both sides to an argument or position they are taking"                                                                                                                  |
| <b>Scene 4 Reasoning</b>                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                    |
| 1. Inductive reasoning<br>2. Deductive reasoning                                                                                                                                                                                 | Have <b>fly</b> in/appear beside me as I say these words, to emphasize these points.                                                                                                                                                                                                                               |
| Inductive reasoning: going from something particular to the general                                                                                                                                                              | Have <b>appear</b> beside me as I say sentence "Inductive reasoning is a type of thinking that occurs when someone observes something particular or specific, and then applies that thinking to the general population."                                                                                           |
| Deductive reasoning: going from the general to particular                                                                                                                                                                        | Have <b>appear</b> beside me as I say sentence "Deductive reasoning, on the other hand argues from the general to the particular."                                                                                                                                                                                 |
| <b>Scene 5 Conclusion</b><br><i>Note: I read through this list of</i>                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                    |

# The end result

Delivered to students via YouTube videos



A screenshot of a YouTube video player. The video content shows a woman in a blue top speaking. On the left side of the video frame, there is text: "UNIVERSITY of TASMANIA" with a red lion logo, "BMA116 Communication for Business Professionals Lecture Series", "Organisational Communication: External", and "Whether you are communicating with: • Members of the public". The video player interface includes a search bar at the top, a play button, a progress bar showing 0:29 / 11:32, and a "Subscribed" button. The video title "Organisational Communication: External" and the channel name "Tasmanian School of Business and Economics" are visible below the video. The view count "305 views" is shown in the bottom right corner of the player area.



# My experience as a lecturer and what I would do differently next time...



- ★ Recording lectures in this way does take time, particularly in terms of writing scripts, and editing/mark up – this was more than I anticipated so I'd start sooner
- ★ Book studio time in advance and ensure you allow sufficient time (e.g. 2-3 weeks) for editing, before lecture needs to go live
- ★ Have someone read over your scripts before recording (something I didn't do) and enlist a proof-reader for editing instructions also
- ★ Rehearse, rehearse! Read out aloud to check your language and flow (avoid too much jargon, use anecdotes or quotes to start or end on)
- ★ Divide your lecture into scenes, and think about background images and “side text” as you write the lectures
- ★ Avoid referring to specifics in the semester or your teaching program etc. – I plan to reuse these lectures more than once!
- ★ Body language, appearance/clothing, voice etc. all help to make you more engaging – watch your recordings and learn from them, and seek feedback from peers and students!

# Chris' experience as a producer and his advice for newcomers



- ★ Have an idea of the end result you're trying to achieve so your planning and consultation with the producer is concise and clear.
- ★ The producer can help refine your idea but your vision is your own.
- ★ Be prepared to show examples of things you like and don't like in an online video.
- ★ Trust the process and that you will find a workflow that works for you.
- ★ Your producer/director is there to help you feel comfortable in front of the camera so you can deliver your material in an assured manner.
- ★ Take time to re-watch your footage to see how you could improve – take note of rate of speech, enunciation, and gesticulation. Be generous and kind to yourself rather than embarrassed and critical.
- ★ Preparedness beats “winging it” on camera. Confidence on camera comes from knowing your material.



# Student evaluation

via the **BMA116 Semester 1 2015 internal survey**



*In Week 7 I administered an internal survey and received 272 responses. This survey contained specific questions about the new online lecture series.*

## **Have you been watching the weekly online lectures?**

10% ( $n=28$ ) said 'no'

90% ( $n=244$ ) said 'yes'

## **Of the 244 who had been watching:**

55% had watched 'all'; 35% watched 'most'; 10% watched 'one or two'

## **To what extent do you feel the online lectures have assisted you in getting to know the topic?**

1% ( $n=3$ ) said 'not helpful at all'

9.5% ( $n=23$ ) said 'not very helpful'

64% ( $n=156$ ) said 'somewhat helpful'

25.5% ( $n=62$ ) said 'very much'

## **Do you prefer a mini-lecture delivered online instead of attending a face to face lecture each week?**

36% ( $n=97$ ) said 'no'; 64% ( $n=173$ ) said 'yes'

# Student evaluation

via the **BMA116 Semester 1 2015 internal survey**



**Tell us your thoughts about the mini pre-recorded lectures in this unit...**

“At first I thought it was too short, but now I find them practical and helpful”

“A real face to face one would be better. That being said, the ability to pause and rewind makes note taking easier”

“A positive is we can access them when it suits us rather than an allocated time. Doesn't have that feel of a lecture with interaction between class, and lecturer”

“Mini lectures are a good way to get the required information without being boring. Workshops are a better use of resources because you get practical experience”

“Very useful – short and concise, but gives an added dimension to the info delivered through the text. Its also great being able to jump back through the video”

“They are very clear and informative. The word that pop up are very useful for note taking”

“Its great. Its effective and I learn more from a pre-recorded lecture because I can easily be distracted in a face to face lecture”

“I take in more information face to face, but I am able to watch the mini lecture as often as I like, which is good”

# Thanks for listening...



## Questions?