

EXERCISE 7 – TECHNIQUES FOR EFFECTIVE AND PERSUASIVE COMMUNICATION SUPPORTED BY CRITICAL THINKING



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Exercise 7 – Techniques for Effective and Persuasive Communication Supported by Critical Thinking



Teaching effective communication techniques, supported by critical thinking, to enable participants to present their arguments convincingly and reasonably in the context of green competences and technologies.

Educator, discuss why effective communication supported by critical thinking is crucial in the environmental and green technology professions. Emphasise that the ability to convince others of green initiatives is essential in negotiations, educational campaigns and the implementation of new technologies.

Outline the main techniques for effective communication, such as clarity of message, structure of argument, use of evidence, empathy with the audience and appropriate adaptation of tone and style of communication to the target audience.

Divide participants into pairs. Each pair will work on one scenario that relates to an environmental challenge or green technology.

Reflections for the educator

- The educator moderates the discussion, highlighting the variety of approaches and techniques used. He/she emphasises how critical thinking supports effective communication, enabling the development of convincing arguments based on sound evidence.
- The educator summarises the main communication techniques discussed during the exercise, pointing out those that were most effective in the context of green competences.
- Encourage participants to reflect on how they can apply the skills they have learnt in their professional work, particularly in the context of promoting green technologies and environmental initiatives.

Tasks for pairs

- ➔ Read the scenario and identify the main arguments that must be passed on
- ➔ Develop a message structure, including an introduction, main arguments, supporting evidence and a summary
- ➔ Prepare a short presentation (maximum 5 minutes) in which one person from the pair presents the arguments in a persuasive way and the other evaluates the effectiveness of the communication, paying attention to the clarity of the message, the logical structure and the use of evidence

After 30 minutes, each pair has 5 minutes to present their message. The presenter should focus on presenting the arguments convincingly, while the partner will evaluate the effectiveness of the communication, using the techniques previously discussed.

After each presentation, the partner presenting the assessment discusses strengths and areas for improvement in communication. The other pairs can then ask questions or suggest other techniques that could reinforce the message.

Scenarios for analysis and presentation

SCENARIO I

Implementation of an energy management system in the company

The company is considering implementing an energy management system to improve energy efficiency and reduce operating costs. However, some board members are concerned about high upfront costs and disruption to the company's operations during the implementation of the new system.

Task for a pair

- ➔ Prepare a convincing case for implementing the system, taking into account the long-term environmental and financial benefits and how to minimise potential disruptions.

SCENARIO II

Education campaign on recycling

The city plans to launch an educational campaign to increase recycling rates among residents. However, there are concerns that the campaign will not be successful if it is not properly targeted and convincing.

Task for a pair

- Develop an effective communication plan for the campaign, focusing on key messages that will encourage residents to actively participate in the recycling programme.

SCENARIO III

Addressing climate change at the local level

The local authority wants to introduce a climate change policy that includes increasing green spaces, developing public transport and reducing emissions. However, residents are divided over priorities and are concerned about tax increases.

Task for a pair

- ➔ Prepare arguments in support of the introduction of a climate policy, highlighting the environmental and social benefits and addressing the concerns of local residents.

SCENARIO IV

Switching to renewable energy sources in industry

An industrial energy company is considering switching to renewable energy sources, but management is concerned about the reliability risks and cost of renewable energy compared to traditional sources.

Task for a pair

- ➔ Create a convincing argument that addresses the board's concerns, highlighting the long-term environmental benefits, price stability of renewable energy and risk management strategies.

Materials

- Notes on communication techniques
- Examples of data that can be used to support arguments in scenarios



Instructions for the educator

- ➔ Prepare materials on effective communication techniques and scenarios for analysis
- ➔ Make sure participants have access to the materials needed to work in pairs (sheets of paper, markers)

Conducting the exercise

- ➔ Introduce participants to the topic of effective communication supported by critical thinking
- ➔ When working in pairs, observe how participants form their arguments and help them formulate convincing messages
- ➔ During presentations, pay attention to the use of communication techniques and the logic of the argument. Help groups to reflect on what could have been done better
- ➔ After the presentations, summarise which communication techniques were most effective and why, and how they can be applied in the context of green technologies and professions