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G3

H3

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Prof. El Habbouch

Persuasive People

Persuasion is a skill that is instrumental to your success in life. Persuasive people have an extraordinary ability to get you leaning toward their way of thinking. Their secret weapon is likeability. They get you to like more than their ideas; they get you to like *them*. Too many people succumb to the mistaken belief that being likeable comes from natural, unteachable traits that belong only to a lucky few—the good looking, the fiercely social, and the incredibly talented. It is easy to fall prey to this misconception. In reality, being likeable is under your control, and it is a matter of soft power. In a study conducted by specialists in emotional intelligence, the discovery is that the well-liked qualities required have nothing to do with being outgoing, intelligent, or attractive as inborn qualities. Instead, the top characteristics needed are sincerity, transparency, and capacity for understanding as a set of skills that demonstrates your know-how.

Persuasive people are pleasers. They never win the battle only to lose the war. They know how and when to stand their ground, and yet they are constantly making sacrifices that help their cause. They are always giving in, giving ground, and doing things for other people that make them at ease. Persuasive people do this because they know in the long run this wins people over. They know it is better to be successful than it is to be “right.” Equally important, **persuasive people are never pushy. They establish their ideas assertively and confidently, without being malicious or hostile.** Pushy people are a huge turn off. The in-your-face approach starts the recipient retreating, and before long, they are running for the hills. Persuasive people do not ask for much, and they do not argue vehemently for their position because they know that subtlety is what wins people over in the long run. If you tend to come across as too aggressive, you need to focus on being confident but calm. You ought not to be impatient and excessively persistent. Once you realise that

if your idea is really a smart one, people will catch on if you give them time. If you do not , they will not catch on at all.

Persuasive people , on the other hand, are not self-effacing. Presenting your ideas as questions or as though they need approval makes them seem flawed and unconvincing. If you tend to be shy, you will have to focus on presenting your ideas as statements and interesting facts for the other party to mull over. It is worth-noting as well that removing qualifiers from your speech is a smart decision. When you are trying to be persuasive, there is no room for “I think” or “It is possible that.” Besides, persuasive people know their audience. They know their audience inside and out, and they use this knowledge to speak their audience’s language. Whether it is toning down your assertiveness when talking to someone who is shy or cranking it up for the aggressive, high-energy type, everyone is different, and catching on to these subtleties goes a long way toward getting them to hear your point of view.

Persuasive people are marked by frankness. Being genuine and honest is essential to being persuasive. No one likes a fake. People gravitate toward those who are genuine because they know they can trust them. It is difficult to believe someone when you do not know who they really are and how they really feel. Persuasive people know who they are. They are poised enough to be at ease in their own skin. By concentrating on what drives you and makes you happy as an individual, you become a much more interesting and persuasive person than if you attempt to win people over by trying to be the person they want you to be. Besides, persuasive people know when to pull back. Urgency is a direct threat to persuasion. Therefore , you had better tread lightly. When you try to push people to back up instantly, studies show that they are actually more likely to stand by their original opinion. Your impatience causes them to counter your arguments in favor of their own. If your position is strong, you should not be afraid to back off and give it time to sink in. Smart ideas are often thorny to process instantly, and a bit of time can go a long way.

I- Vocabulary Practice and Reading Comprehension:

a- Find in the text words meaning the same as:

- 1- Gifted(parag 1) :.....
- 2- Fallacy (parag 1) :
- 3- Traits (parag 1) :
- 4- Spiteful and hateful (parag 2) :
- 5- Over-ambitious (2):.....
- 6- Violently (parag 2):
- 7- Shy and diffident (3):.....
- 8- Agreement (parag 3):.....

9- Boldness (parag 3) :

10-Truthfulness (parag 4) :.....

11-Anxiety (parag 4) :

b- Find in the text words meaning the opposite of:

1- Gently(parag 1):

2- Introvert (parag 1):.....

3- Ambiguity (parag 1) :

4- Slightly (parag 2) :.....

5- Moderately (parag 2):

6- Persuasive (parag 3):

7- Genuine (parag 4) :

8- On edge (parag 4) :

9- Insecure (parag 4):.....

c- What do these words in the text mean to you:

1- Inborn(parag1) :.....

2- Flawed(parag3):.....

3- Subtelities (parag 3):

4- Poised (parag 3):

5- Thorny (parag 4) :

d- Write accurate and meaningful statements using the following words :

1- Gifted :.....

2- Boldness :.....

3- Persuasive thinking:.....

4- Subtelty :.....

5- Poise :

6- On edge :.....

e- Find the right meaning of the following key expressions in the text. Only one choice is correct:

1- “It is easy to fall prey to this misconception” means

a- It is unlikely to be deceived by this fallacy .

b- It is not possible at all to be a victim of this misreading.

c- It is easy to be a victim of this mistaken belief.

2- Persuasive people “do not argue vehemently for their position” means

- a- They do not discuss heatedly to impose their attitude.
- b- They do not discuss kindly to demonstrate their attitude.
- c- They do not discuss flexibly to show their attitude.

f- Read the text carefully and answer the following questions. Use your own English:

1- What does the author mean with **soft power** in **paragraph 1**?

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2- “**Persuasive people are not self-effacing.**” Explain what the author means with this key statement in **paragraph 3** using your **own English**.

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3- The author insists in **paragraph 4** that “**Being genuine and honest is essential to being persuasive.**” Do you agree or disagree with this statement? Why? Give your own reasons.

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Paraphrasing, Translating and Summarising:

a- Paraphrase the following key statements in the text using your own English:

1- “Persuasive people are never pushy. They establish their ideas assertively and confidently, without being malicious or hostile.”

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- 2- “When you try to push people to back up instantly, studies show that they are actually more likely to stand by their original opinion.”

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b- Translate the Following Key Statements in the Text into Arabic:

- 1- “Persuasive people are never pushy. They establish their ideas assertively and confidently, without being malicious or hostile.”

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- 2- “When you try to push people to back up instantly, studies show that they are actually more likely to stand by their original opinion.”

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C- Summarise paragraphs 2,3,4 in no more than 100 words: From “Persuasive people are pleasers” to “ a bit of time can go a long way.”

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Good Luck