**Persuasion Technique**

You plan a speaking activity, pick some hot topics, go to class excited, only to find that students don't have much to say, and discussion fizzles out. The problem is that the students do not have a real reason to communicate and the setting is artificial. Give a compelling reason for the students to speak and listen and you will find that the conversation flows more readily.

Use this **persuasion technique** to generate a reason to communicate and stimulate the students. You can discuss any topic with this activity. It is ideal for special subjects as it is for general language.

Here is a detailed example, using the topic talking about "your dream home".

* First, brainstorm with the class about ideal features for a dream home. With lower level classes, provide new vocabulary as the class comes up with their ideas.

* Specify the type of information that is needed, such as location, proximity to services, environment, size, grounds, parking and so on.

* Now either give out real estate information on several homes to half of the students who are estate agents, or let students prepare descriptions of their ideal home for homework. Once you have your dream home specifications, either because you have prepared them or the students have done so for homework, split the class into estate agents and home buyers.
* Give students a reason to communicate. Home buyers have a few minutes to interview three or four real estate agents and choose a property from those on offer. Real estate agents only have one or two houses in their portfolio, which they want to sell. House buyers may visit several real estate agents with a time limit of a few minutes at each one before making their choice. See which real estate agents make the most sales.

This is adaptable to many topics. Here are a few examples:

* Favorite holiday destination: Travel agents and customers
* Best product: Salesmen and customers
* Favorite day out: Tour guides and customers
* Food for the school canteen: Nutritionists and parents
* Which job? Employers and Employees
* Which country? Ambassadors try to attract immigrants to their country. The class can play with imaginary countries that have fantasy ideas such as free food for children and so on.