

# Written Advocacy Skills

2 Days **BGWA**

## OVERVIEW

A practical course that enables participants to practice written advocacy in the construction of rational or rhetorical arguments: policies, project rationales, supporting documents, political communications, articles, management reports, etc.

## DESIGNED FOR

Designed for professionals who are frequently required to compose written communications including some form of argumentation, for audiences either within or outside the company.

## LEARNING OUTCOMES

By the end of this course participants will be able to:

- Make a distinction between rational and rhetorical reasoning.
- Know how to adapt the style of a piece of written communication according to the audience's culture and level of language.
- Choose the most appropriate style for each occurrence.
- Master rhetorical techniques appropriate for written forms of argumentation.
- Conceive an argument strategy, in its successive stages, in the composition of a text.
- Know how to exploit the methods and tools of argumentation: critical analysis of reasoning.
- Develop complex arguments for more extensive communications.
- Anticipate counter-arguments and integrate responses to them in written documents.
- Learn how to take the visual appearance of a document into account.
- Develop a long-term argumentation strategy.

## EXTRA NOTES

*An equivalent course is available in Arabic and French. Please call us for details.*