

# TRICKnOLOGY or Technique?

how persuasive techniques can make believers



**TUES, APR 18 | 1:00 | GC 140**

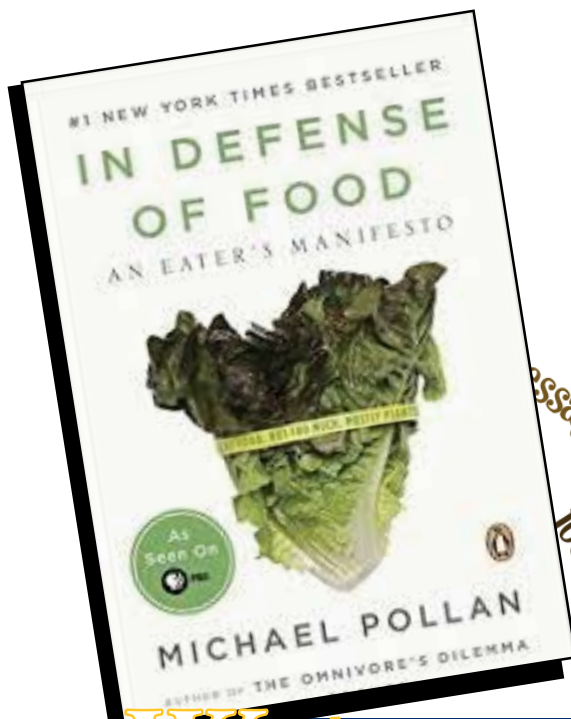
Presented by:

Kevin Coffee, Communications Instructor

*a discussion for anyone learning (or teaching)*

*persuasive writing, speaking, literary analysis or who just wants to understand how persuasion can operate.*

Explore what techniques author Michael Pollan uses to convince the reader that he is right when he asserts we should "Eat food, not too much, mostly plants" in his book *In Defense of Food*.



a One College, One Book event