**Unit 6 Assignment: Critical Thinking and Persuasion**

**The following Course Outcome is assessed in this assignment:**

**GEL-1.02:**Demonstrate college-level communication through the composition of original materials in Standard English.

In order to prepare for this Assignment, read about the decision-making steps and carefully review Cialdini’s “Six Principles of Persuasion” in Chapter 2 of Rogers (2015) located in your reading area. Then complete the learning activity concerning critical thinking.

Read the scenario and respond to the checklist items in an [expository essay](https://kapextmediassl-a.akamaihd.net/business/CS125/2001B/expository_essay.pdf).

**Scenario:**

As the lead recruiter at an office in Des Moines, Iowa, you have been tasked with the responsibility of preparing a written training report in which you will address a recruiting challenge faced by your new recruiting team members. Many of the young recruiters who report to you are not sure how to go about recruiting. In many cases, the recruiters are working with young people who want to join the military, but they still have many reservations. Therefore, you are currently working on preparing an expository essay/report of 300–400 words for your superior officer in which you will focus on this recruiting challenge by addressing all of the following checklist items:

**Checklist:**

* Identify the current recruiting challenge you will be focusing on and explain why it is especially relevant to your recruiting team.
* Name and describe at least 3 of Cialdini’s principles of persuasion that would apply to this situation, making sure to directly quote or paraphrase Cialdini’s discussion of each principle including in-text citations and accompanying reference page using [APA format and citation style](https://kapextmediassl-a.akamaihd.net/business/CS125/2001B/apa_format_style.pdf).
* Explain how your recruiting team might make use of the chosen 3 Cialdini principles of persuasion as they focus on addressing young potential candidates concerns.
* Clearly state and sustain your viewpoint and purpose throughout your expository essay.
* Use Standard English grammar, punctuation, and spelling.
* Ensure that your writing is well-ordered, logical and unified, as well as original and insightful.
* Provide additional title and reference pages and make sure to use 12-point Times New Roman black font, double-spacing, and standard paragraph formatting.