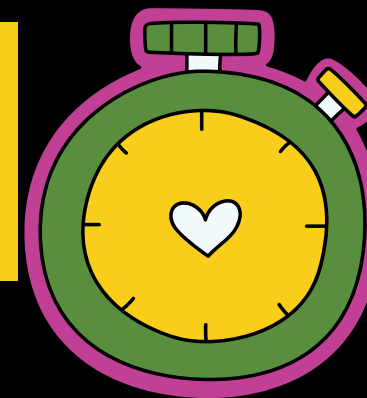


Week 6 – Expressing Intention and Determination

Communicating Purpose and Drive



Instructor: Tongprasong, P.



English for Creative Business – Suan Dusit University



Learning Outcomes

By the end of this week, you will be able to:

- ✓ Use clear and persuasive language to express intentions
- ✓ Demonstrate determination using rhetorical strategies
- ✓ Reinforce intentions with effective non-verbal cues
- ✓ Apply these skills in professional and creative scenarios



Why This Matters

- 🌐 in business and digital creativity...
 - ◆ Leaders must state clear goals
 - ◆ Teams need to align with purpose
 - ◆ Success often depends on perceived commitment



6.1 – Using Language to State Intentions

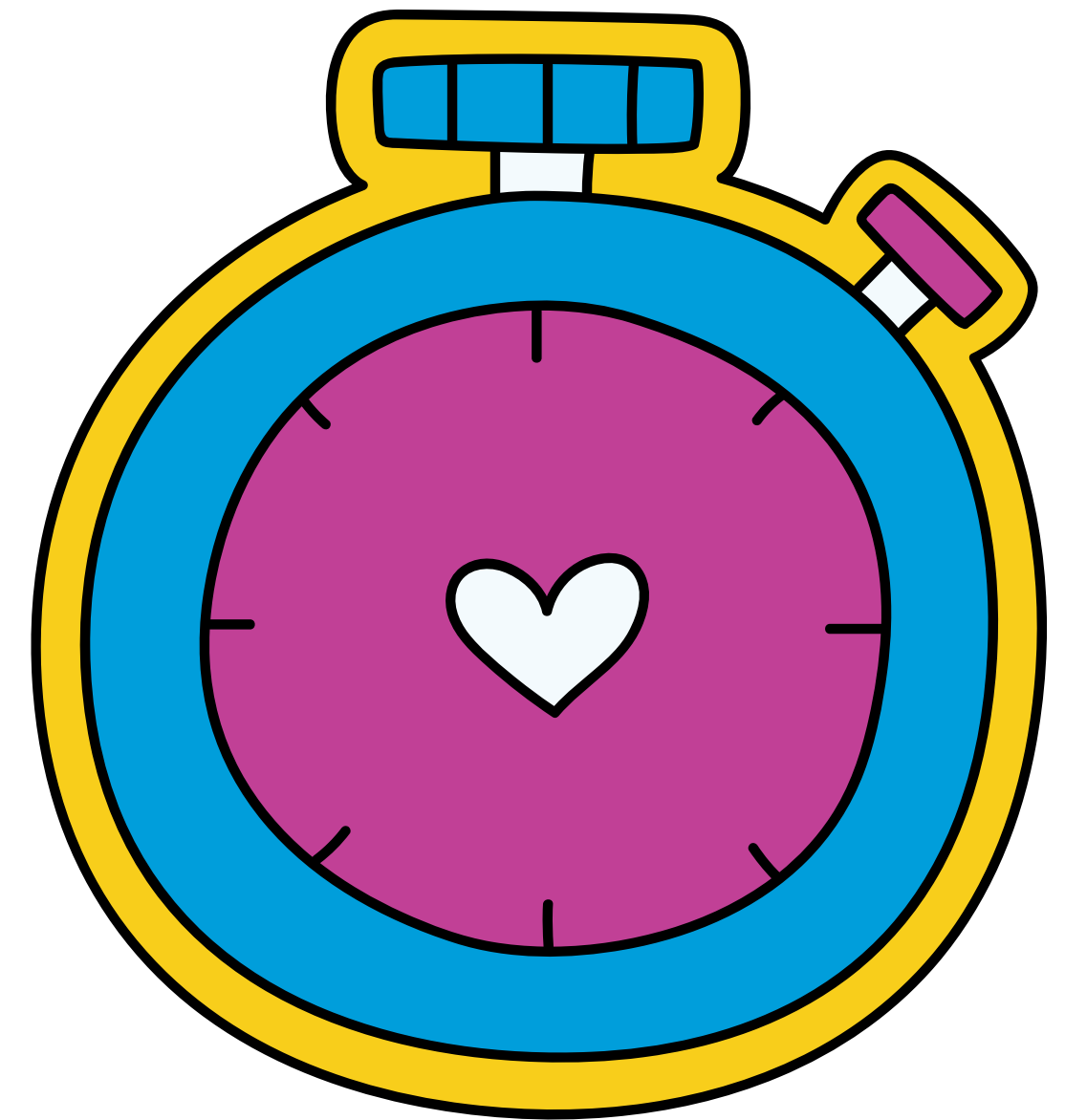
Key Concepts:

- 🗣️ Speech Acts (e.g., “I intend to...”)
- 🧠 Clarity + Specificity = Impact
- 🧩 Use SMART goals for precision

Examples:

“I will launch the website by September 1.”

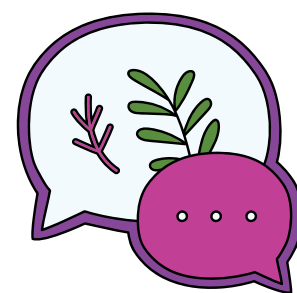
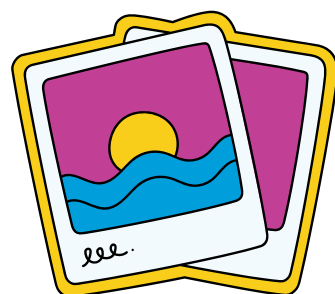
“Our team aims to increase engagement by 25%.”





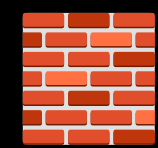
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Future Tense & Modals



- ◆ “I will” – strong commitment
- ◆ “I’m going to” – planned intention
- ◆ “I plan/hope/aim to...” – various levels of certainty
- 💡 Use time markers: “*by Friday*”, “*next quarter*”

6.2 – Persuasive Language



Aristotle's Appeals:

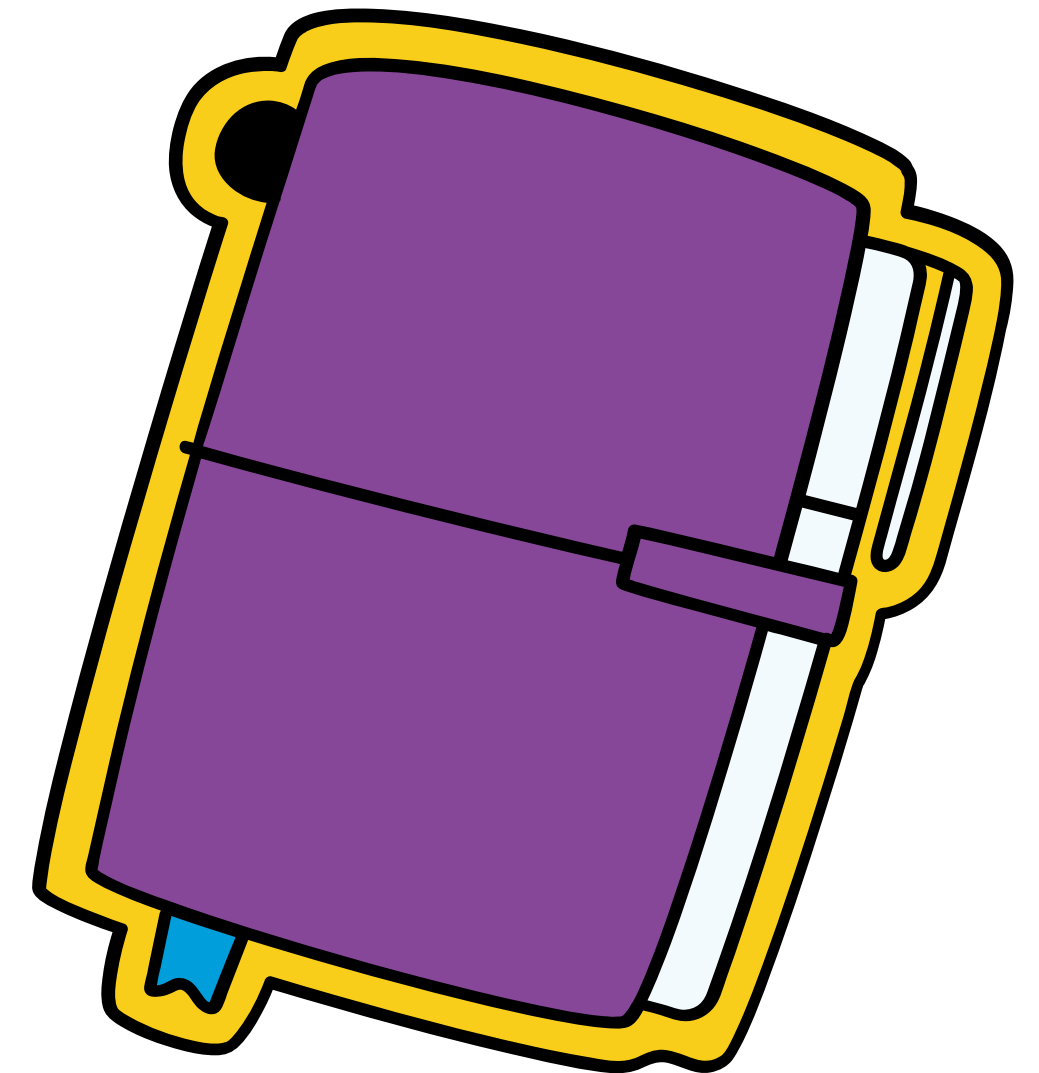
- ◆ *Ethos*: Credibility
- ◆ *Pathos*: Emotion
- ◆ *Logos*: Logic



Emphasize Determination:

“We are fully committed to this goal.”

“We will overcome any challenge.”



Techniques for Persuasion



Rhetorical Devices:



✓ Repetition: “We will succeed. We will grow.”



✓ Strong Verbs: “achieve,” “commit,” “pursue”



✓ Framing Challenges: “Obstacles become innovation opportunities.”

6.3 – Non-Verbal Cues

Support your words with body language:

👁️ Eye contact = confidence

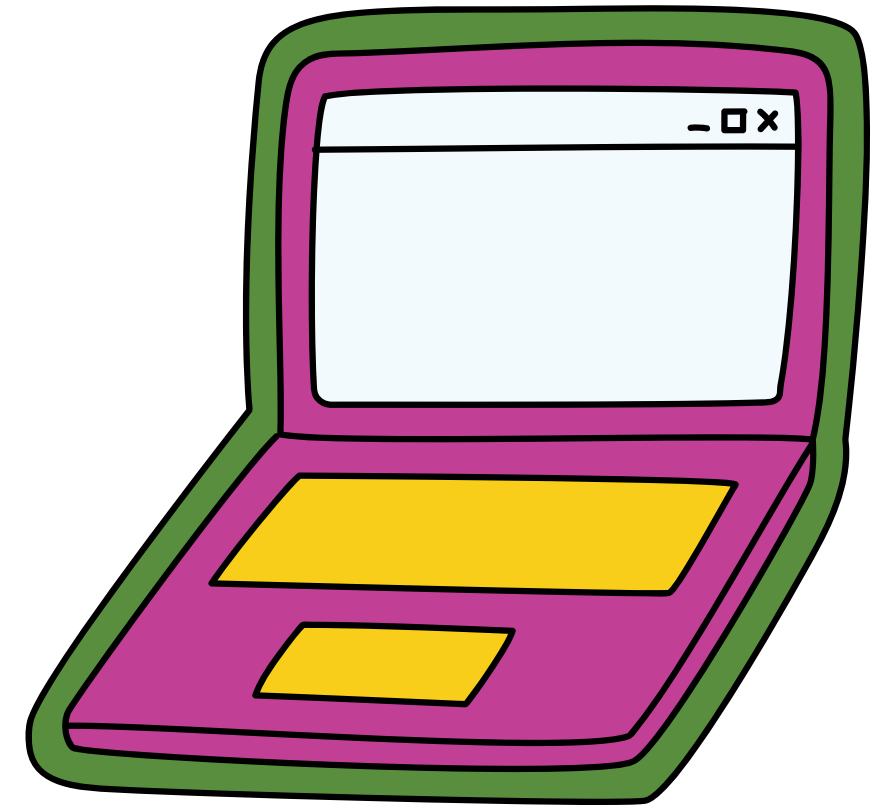
💪 Posture = assertiveness

🎯 Tone = commitment

👐 Gestures = emphasis

🗣️ Paralinguistics = vocal confidence

8



6.4 – Practice in Real Scenarios



Simulations and Role-Plays



Presenting a proposal



Leading a team



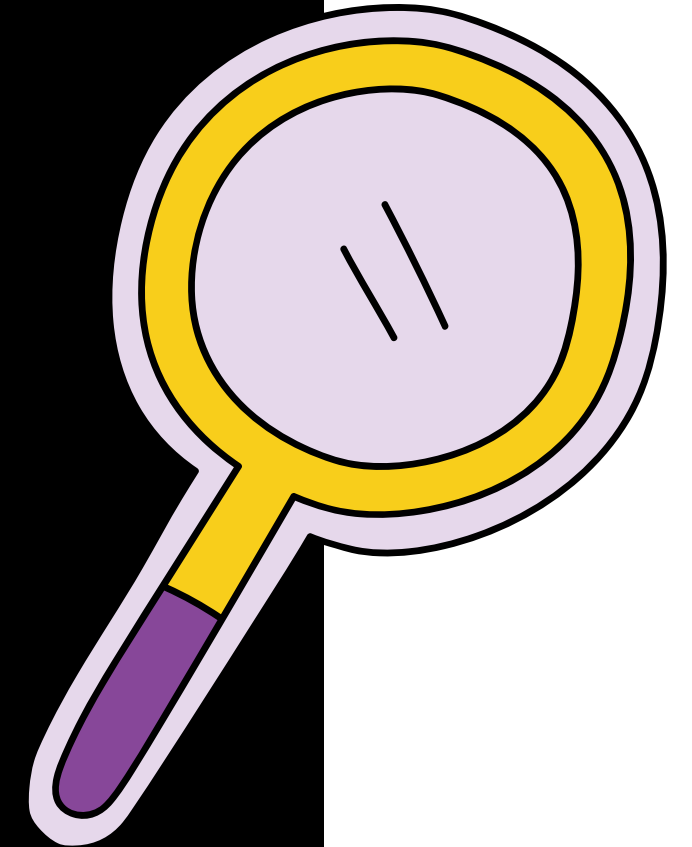
Negotiating



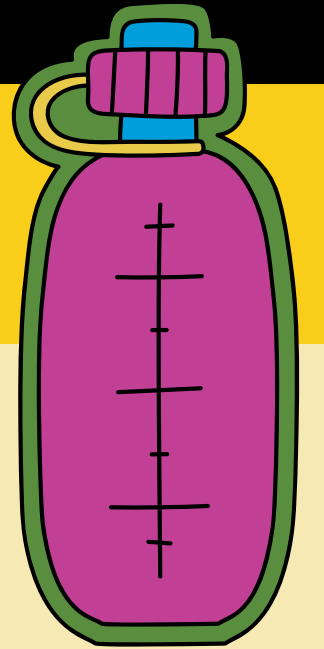
Giving feedback



Self-reflection & peer feedback



Summary



Intentions need clarity.



Determination needs confidence.



**Combine language + non-verbal
for real impact.**



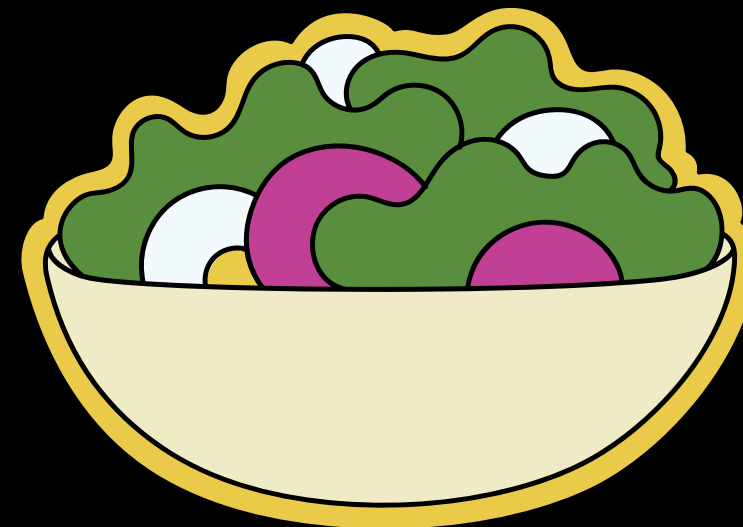
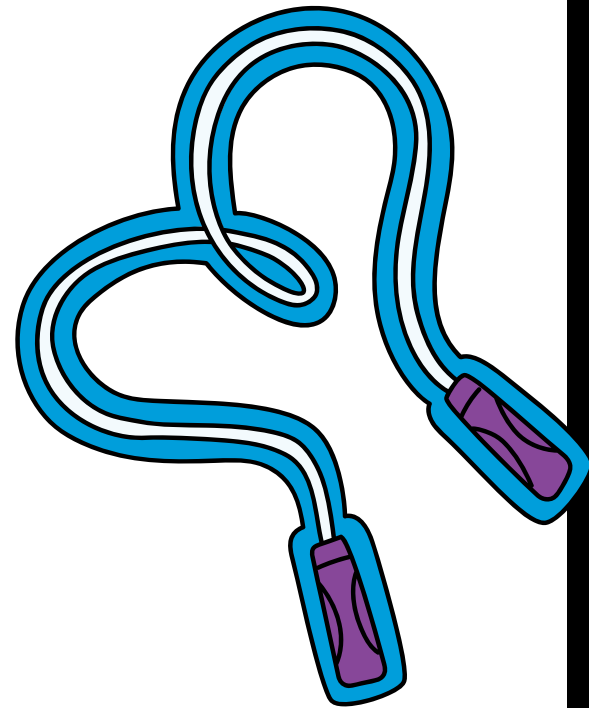
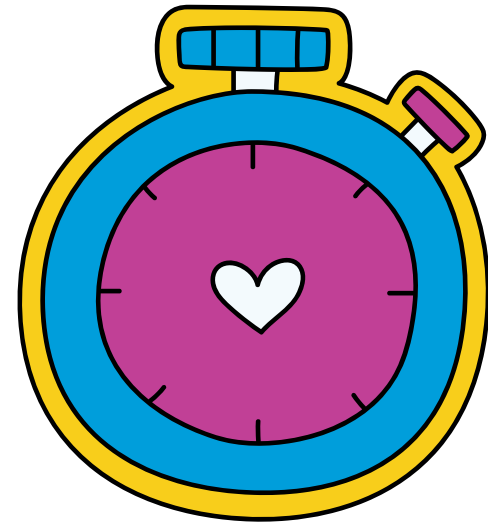
**Practice makes you a purposeful
communicator.**

Reflection Questions



Think about:

1. How do you express your goals?
2. What persuasive phrases feel natural to you?
3. Which non-verbal signals do you use confidently?
4. In what situations do you need to improve?



Thank You

Let's communicate with purpose.



Questions?



Contact: phorramatpanyaprat@gmail.com



Next week: Persuading and Negotiating with
Impact

06: Work Sheet