To instill a love of reading among students, you need to tap into the right emotional pull. Many researchers, including American social scientist Bronn Brou, have shown that emotion, motivation, is the primary driver of human motivation. Simply telling students that reading will make them more successful in life will not result in any significant changes. Plan, likewise, to be preached at. You have to show your students that reading can bring them social and emotional benefits.

To effectively persuade your students, you need to understand how they are motivated to read. As most of us want to be appreciated, admired, and to feel good about ourselves - you need to identify these emotions and use them as an entry point to impart a love of reading among your students. Students, especially in their teenage years, typically admire, even idolize, well-known public figures. As teachers, you can re- frame the message of literary success to make it more relatable to your students. You could tell them YouTube videos of successful entertainment personalities, and how the celebrities read every day. You could show them YouTube videos of successful businesspeople, and how they could communicate like a pro. You could also point out that they also like to read and that this could help them to communicate like a pro. As an example of how to do this, you could tell your students that reading can bring them social and emotional benefits.

"For a starter, students can use the single-track mindset as a jumping off point for their studies. As students, you can encourage them to read non-textbook material to supplement their learning." For instance, for an economics class, you can encourage students to read biographies of successful businesspeople you admire – this could be anyone from Professor Sheryl Sandberg to Ari神经's Tony Fernandez. Then in class, you can do a group discussion on how the books illustrate how people who become successful business leaders and businesses and relate that to themes of business science.

Speaking of emotional motivation, you also need your students to be intrinsically motivated to read. As students have different reading experiences personally by allowing them to read books that appeal to them, while adapting the reading material to the students' comprehension level. Many teachers, for example, will use children's books that deal with the human figures, stories, and issues of business science. As students have different reading experiences personally by allowing them to read books that appeal to them, while adapting the reading material to the students' comprehension level.

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