## A. PERSUASIVE TECHNIQUES

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<th>Description (What)</th>
<th>Examples (How)</th>
<th>How this persuades (Why)</th>
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<tbody>
<tr>
<td><strong>1. Structure</strong></td>
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| How material and ideas are ordered | Clearly signposted  
  - firstly, secondly, etc  
  - Originally I thought...but now...  
Clearly organised  
  - main idea stated immediately (or) the reader is lead to it late in the article (or) start with anecdotes or stories and move on to main arguments  
  - clearly explain main arguments using key information, examples and strong opinions  
  - a clear summing up | o Dramatic beginnings arouses curiosity and effectively engage readers  
  o Clearly developed body paragraphs sustain the readers interest in the article and helps reinforce viewpoint  
  o Powerful endings can be very persuasive and leave the reader in no doubt about the viewpoint |

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<td><strong>2. Language Style</strong></td>
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| How the writer ‘says’ things  
(The writer chooses the kind of language to suit his/her purpose) | Formal: “When a nursing infant is ejected from Parliament, it is time to change rule.”  
Informal: “I do not have a problem with mothers nursing in public. My mother did it and so did my wife.”  
Colloquial: “Now the health police want to control what I do alone in my car. Where next – my home...my dunny?” | o Formal styles create an impression of authority and research that can impress readers with information, knowledge, the importance of writer.  
  o Informal and colloquial styles are friendly, chatty, and inclusive because readers are treated more as equals.  
**REMEMBER:** Always consider style in the context of the entire article; do not assume particular styles always have the same effect. |
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<tr>
<td><strong>3. Tone</strong></td>
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<td>Tone refers to</td>
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<td>o the <strong>voice</strong> of the writer</td>
<td>o “What do you think I am? Your slave?” (sarcastic)</td>
<td>The writer’s tone can position the reader to agree or reject something</td>
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<td>o the writer’s <strong>attitude</strong> to both the subject and the reader</td>
<td>o “Why do they need condoms in schools – where are they going to use them? Behind the shelter sheds or will the Education Department provide rooms?” (ironic/sarcastic)</td>
<td>If tone is <strong>aggressive</strong>, the language is <strong>forceful and persuasive</strong></td>
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<td>Tone can be aggressive, angry, sympathetic, sarcastic, calm, reasonable, etc</td>
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<td>If tone is <strong>calm</strong>, the article becomes a <strong>reasoned piece of writing</strong></td>
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<td></td>
<td></td>
<td><strong>REMEMBER:</strong> Changes of tone are important too as they can signal a new direction, a shift in attitude or feelings that affect reader</td>
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<td><strong>4. Bias</strong></td>
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<td>One-sided presentation of view/opinion</td>
<td>Eminem’s tour promoter obviously sees no danger in what Eminem says</td>
<td>Bias can subjectively influence the reader by intentionally only presenting one side of the argument</td>
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<td>Blind to other views and opinions</td>
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<td><strong>5. Attacks</strong></td>
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<td>The writer attacks an opponent or idea</td>
<td>Denigrating (‘putting down’) or humiliating the person</td>
<td>Gains control over the opposition by using one or more of the means described in the previous column</td>
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<td>This is really an assertion of the writer’s viewpoint</td>
<td>Discrediting opponents as unreliable, dishonest</td>
<td>o Position the reader to agree</td>
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<td>Dismissing the credibility of a person or proposal</td>
<td>o Emphasise weaknesses in the opposition’s argument</td>
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<td>“Ned Kelly was a terrorist who killed policemen. I am disgusted that there is an exhibition for this criminal who sanctioned murder, theft and thuggery.”</td>
<td>o Draw attention away from reasoned argument</td>
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| **6. Evidence**    | o “Researcher Dr Colin Bell from Deakin University called for widespread removal of junk food vending machines from schools and fitness venues” | o Positions the reader  
 o Adds weight to the writer’s point of view and often seems objective and irrefutable  
(REMEMBER: Check for omissions as often only part of the picture is being presented in order to make a particular point more persuasive) |
| Information, facts or statements used to support a belief, opinion or point of view  
 Evidence can come in many forms:  
 o Expert advice/opinion  
 o Facts  
 o Research  
 o Statistics | | |
| **7. Generalisations** | o “Each year Gold coast residents are subjected to Schoolies week when our streets are taken over by irresponsible and often aggressive teenagers, who celebrate leaving school by drinking as much as possible and having as many sexual encounters as possible” | o Persuades by appealing to our general of sense what seems true  
 o Taps into social stereotypes and racial prejudices which are familiar  
 o Lulls readers into accepting the claim  
(REMEMBER: All generalisations need to be closely analysed and questioned) |
| A sweeping statement that claims or asserts that something is true for most or all people because it is true in one or some cases | | |
| **8. Anecdotes** | o “The latest in a string of incidents I have witnessed on a public transport occurred last Monday night on a late night train....” | o Engages the reader by adding variety and offering another way of giving information  
 o Makes readers sympathetic and receptive to a point |
| They are short accounts, or stories, of an entertaining or interesting incident | | |
### B. Persuasive Techniques: Appeals

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<td><strong>9. Appeal to a sense of justice</strong>&lt;br&gt;This is an appeal to our deep-seated belief that we all have the right to be treated fairly</td>
<td>“The two men who gunned down two police officers in cold blood are simply sent to jail and justice is said to be done. What a joke? Justice would only have been done with the death penalty.”</td>
<td>o We react quickly to this form of appeal as it shows that we or others are victims of unjust circumstances&lt;br&gt;o It also appeals to our sense of the right to ‘a fair go’</td>
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<td><strong>10. Appeal to a sense of security</strong>&lt;br&gt;This appeals on our need to feel safe and free from unexpected attack</td>
<td>“Australia's isolation no longer justifies a 'no worries' detachment from a dangerous world Down Under is now within reach of the long arms of terrorists and rogue states.”</td>
<td>o This is powerful because we strongly value adequate and continued protection from random attacks, acts of violence and other destabilising events that threaten to disrupt our lifestyle.&lt;br&gt;o This appeal exploits the existing need for increased security in order to persuade us to accept their viewpoint</td>
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<td><strong>11. Appeal to being modern and up-to-date</strong>&lt;br&gt;o This appeals to our desire to be part of 'the scene' or the 'in-crowd' and is seen as ways to gain popularity and acceptance&lt;br&gt;o This appeals to individuals who pride themselves on being up-to-date</td>
<td>“Sometimes when I'm listening to Federal Parliament, I feel we're headed back to the 1950s.”&lt;br&gt;“Having a calming Japanese courtyard garden is the ultimate stylish way to utilise precious space and to create a stunning features indoors and outdoors.”</td>
<td>o It persuades people who pride themselves on being up-to-date&lt;br&gt;o This manipulates the readers' desires for status and acceptance</td>
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<td><strong>12. Appeal to family values</strong>&lt;br&gt;This appeal argues in favour of traditional family life – often stereotyped as trouble-free with two loving and patient parents of two or three well-adjusted children</td>
<td>“How are children supposed to develop emotionally and socially without the presence of a father? Single women are only thinking of themselves when they decide to have children.”</td>
<td>o Traditional families are believed to create a stable society. Hence, appeals of this kind are extremely powerful as threats to family values are often equated with threats to society itself</td>
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### B. PERSUASIVE TECHNIQUES

#### APPEALS

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<td><strong>13. Appeal to fear</strong>&lt;br&gt;○ This appeals to our sense of fear when our safety, security, country and those dear to us appear to be threatened&lt;br&gt;○ This also works by portraying an extreme-case scenario as highly probable</td>
<td>“Violent computer games are training our children to become professional killers with the marksmanship of military assassins and the blood lust of mass murderers.”</td>
<td>○ Appeals to fear triggers the feeling that it is imperative that solutions be found&lt;br&gt;○ It easily pressures or coerces the readers into agreement in order to ally their worst fears&lt;br&gt;○ Politicians use it in times of crisis when strict security measures or defence strategies are deemed necessary</td>
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<td><strong>14. Appeal to fear of change</strong>&lt;br&gt;This appeals to people’s tendency to resist change and a reluctance to come out of their comfort zone and confront or experience the challenge of accepting new things</td>
<td>“Lyon Street, Carlton, used to be the home of good coffee. Italian restaurants and intimate bookshops. It had atmosphere and culture. Now it is being taken over by multinationals such as Starbucks, 7-11 and Borders. One of Melbourne’s most treasured areas is being transformed into a cold and bland strip mall.”</td>
<td>○ This plays on the human desire for comfort, safety and routine in order to make people feel uneasy about embracing new ideas, developments, social changes and new ways of doing everyday tasks</td>
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<td><strong>15. Appeal to freedom</strong>&lt;br&gt;○ This appeals to people’s desire for a sense of unrestricted possibilities&lt;br&gt;○ It appeals to our yearning for an ideal state of freedom</td>
<td>“Too often we submit meekly to bans suggested by those who think they know what’s best for us.”</td>
<td>○ People feel angry, indignant and protective of their rights if they believe their freedom is threatened&lt;br&gt;○ Writers exploit this strong desire for freedom and manipulate their readers easily</td>
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<td><strong>16. Appeal to hip-pocket nerve</strong>&lt;br&gt;○ This appeals to peoples concern for their financial well-being&lt;br&gt;○ This is often used in relation to public spending</td>
<td>“If all pacifists and peace marchers realised how much they are going to have to start spending on petrol, then they would squeal the loudest to go to war with Saddam.”</td>
<td>○ It can make people feel ‘ripped off’ or overcharged&lt;br&gt;○ This incites strong emotions such as indignation, anger and outrage&lt;br&gt;○ It suggests that the opposition ideas will hurt us financially</td>
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## B. Persuasive Techniques

### Appeals

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| **17. Appeal to patriotism** | “Our country was built on the kind of bravery and tirelessness that was recently demonstrated by our dedicated volunteer fire-fighters, ordinary men and women who risked their lives to save fellow Aussies. The least the rest of us can do is to donate to the battlers who lost their homes and loved ones in the tragic fires.” | ○ An appeal to patriotism exploits people’s loyalty to their country by suggesting it is under attack.  
○ It arouses feelings of anger, defensiveness, even outrage |
| ○ This appeals to people’s devotion to the homeland and a readiness to support or defend the country  
○ Important symbols of patriotism are the national flag, national coat of arms, national anthem, colours, national heroes | | |
| **18. Appeal to tradition and custom** | “I can’t believe that the government is seriously considering a ban on Christmas carols in schools. Next they will want to ban Christmas trees, presents and Santa Claus.” | ○ This reminds people that a failure to retain tradition or observe customs will result in the breakdown of social cohesion and a sense of community  
○ It persuades people to retain tradition and customs so that their national identity is not undermined and their moral values not weakened |
| ○ This appeals to the need to retain traditions and customs – at one level this is a resistance to change  
○ It also appeals to retain links with the past and to value history and heritage  
○ It appeals to the protection of rituals that are seen to mark special occasions (weddings) or have social significance (Anzac Day marches) | | |
| **19. Appeal to value of technology** | “Email is the ultimate form of communication. Thanks to email large amounts of information can be instantly communicated over vast distances without a single tree being cut down.” | ○ This appeal plays on the fear that failure to embrace new developments will result in lost efficiency, lack of progress, lack of competitive edge or a poor global image  
○ A failure to do so can make people feel backward, inferior and even ignorant  
○ Writers exploit this to sway their readers to accept new technologies |
| This appeals to our need to value and embrace technology | | |
## C. PERSUASIVE TECHNIQUES
### LANGUAGE FEATURES

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<td><strong>20. Emotive Language/Colourful words and descriptive language</strong>&lt;br&gt;Is a deliberate use of strong words&lt;br&gt;Words that are heightened, vivid, lively and full of interest</td>
<td>o Hot = ‘blistering’, ‘sultry’, ‘muggy’, ‘suffocating’, ‘steamy’, ‘wilting’, ‘enervating’&lt;br&gt;o “It is absolutely disgusting and abhorrent that children are able to look up pornography on the internet”</td>
<td>o Engages readers by gaining immediate attention&lt;br&gt;o Puts a new slant on familiar events and issues&lt;br&gt;o Produces a clear picture and/or induce an emotion&lt;br&gt;o Forces readers to agree&lt;br&gt;o Creates powerful images in reader’s minds so that something appears more threatening, menacing or more beautiful, peaceful, etc</td>
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<td><strong>21. Exaggeration/Overstatement</strong>&lt;br&gt;Refers to language that is very colourful, forceful and highly emotive (often used in headlines and sports reports)</td>
<td>o “I’ll die if he finds out”&lt;br&gt;o “This weighs ten tonnes”&lt;br&gt;o “The wicket keeper grabbed the catch as fast as lightning”&lt;br&gt;o “Everyday millions of people are being completely brainwashed through the lies spread by the media”</td>
<td>o Dramatically reinforces a point&lt;br&gt;o Gains attention&lt;br&gt;o Arouses strong or emotional responses such as panic and anxiety to manipulate the reader&lt;br&gt;o When used humourously it predisposes the reader positively to the point of view&lt;br&gt;o Adds emphasis and gives a clear picture and helps remember a point or situation</td>
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<td><strong>22. Hyperbole</strong>&lt;br&gt;A figure of speech which means excess or extreme exaggeration</td>
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<td><strong>23. Inclusive Language</strong>&lt;br&gt;It aims to involve the readers directly by assuming that everyone agrees or disagrees with the point being presented</td>
<td>o “We all know that...”&lt;br&gt;o “We all feel that...”&lt;br&gt;o “It is time for us to reclaim our communities as safe, clean and pleasant places to live”</td>
<td>o Engages audience in a friendly tone&lt;br&gt;o Gains sympathy or persuades readers to reject an idea, individual&lt;br&gt;o Involves us in the debate and we cannot sit back and be innocent bystanders when a writer uses inclusive language&lt;br&gt;o Wins readers’ trust and support by suggesting the writer is one of us&lt;br&gt;o Suggests an identity between writer and reader</td>
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## C. Persuasive Techniques

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<td><strong>24. Simile</strong></td>
<td>o &quot;He ran like a rocket&quot;</td>
<td>o Clarifies and enhances an idea&lt;br&gt;o Helps make a point effectively</td>
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<td>A figure of speech used to liken one thing to another&lt;br&gt;Uses &quot;like...&quot;, &quot;as...as...&quot;</td>
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<td><strong>25. Metaphor</strong></td>
<td>o &quot;Without proper resources and funding, people suffering from mental illnesses are drowning in a sea of misery&quot;</td>
<td>o Aims to create an image in the readers mind&lt;br&gt;o Helps make the point being argued graphic and striking and more easily understood&lt;br&gt;o Reinforces a point&lt;br&gt;o Adds colour to an argument</td>
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<td>A figure of speech which not only compares one thing to another but also implies that one thing is another thing (avoids using &quot;like...&quot;, &quot;as...as...&quot;)</td>
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<td><strong>26. Clichés</strong></td>
<td>o 'There's a time and place for breastfeeding'&lt;br&gt;o 'Fit as a fiddle'&lt;br&gt;o 'Turn over a new leaf'&lt;br&gt;o 'The bottom line'</td>
<td>o Offers a short cut to convey meaning&lt;br&gt;o Helps readers feel familiar with the material presented&lt;br&gt;o Conveys meaning economically (However, clichés can detract from the overall quality of the writing)</td>
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<td>Is an overused and worn out expression that brings with it an array of associations and connections</td>
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<td><strong>27. Rhetorical questions</strong></td>
<td>o &quot;Are we going to accept these third-world hospital conditions in our country?&quot;</td>
<td>o Engages the reader in thought and reflection about the issue&lt;br&gt;o Emphasises a point&lt;br&gt;o Manipulates the reader subtly&lt;br&gt;o Positions the reader in such a way that to disagree would be to dismiss some point that clearly commands agreement&lt;br&gt;o Pushes the reader into a corner so that the only answer available to the questions is the one that agrees with the author&lt;br&gt;&lt;br&gt;(REMEMBER: Quote the rhetoric question in full in your analysis. Also consider the tone of the question)</td>
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<td>Questions that have the answer embedded in them</td>
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<td><strong>28. Repetition</strong></td>
<td>○ “There is not enough funding for education, not enough money spent on health and not enough done for the unemployed. It is time to tell this government that enough is enough”</td>
<td>○ Emphasises and gives prominence to a point or idea.</td>
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<td></td>
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<td>○ Helps readers remember the point</td>
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Words, phrases, sentence patterns and ideas are repeated.
ACTIVITY – PERSUASIVE LANGUAGE TECHNIQUES

Identify the persuasive language techniques in the following pieces of writing. Write a short paragraph for each example listing the technique(s) used and how they are used to position the reader to agree with what is being argued. Some of the examples may contain more than one persuasive technique, so be sure to identify them all.

1. These Rolling Stones have gathered no moss

Persuasive Language technique: ________________________________

How they position the reader:

_________________________________________________________________________________________________________

_________________________________________________________________________________________________________

2. The wife of the murdered police officer has been left to look after 3 kids with no income. Meanwhile, our taxes are paying for her husband’s killer to watch DVDs, play computer games and complete a tertiary degree.

Persuasive Language technique: ________________________________

How they position the reader:

_________________________________________________________________________________________________________

_________________________________________________________________________________________________________

3. The fruit bats have taken over and destroyed our treasured botanical gardens.

Persuasive Language technique: ________________________________

How they position the reader:

_________________________________________________________________________________________________________

_________________________________________________________________________________________________________

4. With all our troops fighting overseas, there is nobody left to defend Australia.

Persuasive Language technique: ________________________________

How they position the reader:

_________________________________________________________________________________________________________

_________________________________________________________________________________________________________
5. At the peace demonstration I marched with a decorated Anzac veteran, a middle-aged businesswoman, two teenage boys and a young couple pushing a pram. Despite our differences we were all united in our desire for peace.

Persuasive Language technique: ________________________________

How they position the reader:

________________________________________________________________________

________________________________________________________________________

6. While other countries are developing solar power technology, Australia is being left behind in the dark ages.

Persuasive Language technique: ________________________________

How they position the reader:

________________________________________________________________________

________________________________________________________________________

7. Soccer fans are nothing but violent hooligans who are more interested in fighting with each other than actually watching the game.

Persuasive Language technique: ________________________________

How they position the reader:

________________________________________________________________________

________________________________________________________________________

8. In order for mothers to establish the crucial bond with their child, paid maternity leave must be increased.

Persuasive Language technique: ________________________________

How they position the reader:

________________________________________________________________________

________________________________________________________________________

9. Due to the current threat of terrorism we must allow police the power to search anybody whom they suspect of carrying a weapon.

Persuasive Language technique: ________________________________

How they position the reader:

________________________________________________________________________
10. If the Classification Board continues to ban controversial films, then we are not going to be able to see many of the critically acclaimed films that are enjoyed by open-minded audiences in the rest of the world.

Persuasive Language technique: 

How they position the reader: 

____________________________________________________

11. Why should taxpayers have to pay for drug rehab programs? Perhaps if the government addressed issues such as unemployment, mental illness and poverty, then we wouldn’t have a drug problem at all.

Persuasive Language technique: 

How they position the reader: 

____________________________________________________

12. I don’t like this government either but I am disgusted that some people are burning our flag in protest. The Australian flag represents our country and its people, and has remained constant while many governments have come and gone.

Persuasive Language technique: 

How they position the reader: 

____________________________________________________

13. Iraqi civilians and soldiers on both sides are losing their lives. Yet we are told that this war will bring petrol prices down. Is this supposed to make us feel better?

Persuasive Language technique: 

How they position the reader: 

____________________________________________________
14. Without the use of stem-cell research, we do not have a hope of scientifically contributing to the international quest to find a cure for cancer.

Persuasive Language technique: 

How they position the reader: 

15. Hip, hip hooray for Federation Square. How lovely it is to be able to gather with my fellow Melburnians at this monument to art and culture and passion and diversity.

Persuasive Language technique: 

How they position the reader: 

16. When I went to school learning how to write was an essential component of education. Much attention was paid to spelling, grammar, and punctuation. However thanks to computer spell checks and mobile phone text messages, students' ability to spell and write is being compromised.

Persuasive Language technique: 

How they position the reader: 

17. When shopping we all should take extra care to buy Australian products. Australians made products equals Australian jobs

Persuasive Language technique: 

How they position the reader: 

18. The Immigration Minister's ignorant, bigoted, mean-spirited attitude towards refugees works against our international identity as an intelligent and compassionate nation.

Persuasive Language technique: 

19. It's all very well to say that cuts to health care decrease our state deficit, but what happens when we need a hospital bed and there isn't one available?

Persuasive Language technique: ________________________________

How they position the reader: ________________________________

20. We will take to the streets, we will storm the radio stations and we will bombard the television networks until we are heard and we will not give up.

Persuasive Language technique: ________________________________

How they position the reader: ________________________________

21. Research by leading criminologists, psychiatrists, and media analysts have found no link between depictions of violence in the cinema and real life violence.

Persuasive Language technique: ________________________________

How they position the reader: ________________________________

22. Many young people are repeatedly running into the brick wall of unemployment.

Persuasive Language technique: ________________________________

How they position the reader: ________________________________

23. We all must take a long hard look at ourselves and ask if we really want to be considered 'Australian' any more.

Persuasive Language technique: ________________________________
24. To all members of the stolen generation – my heart goes out to you. Although I will never understand the pain and suffering you have been through, I am truly sorry for the pain that my ancestors have inflicted on you and your families.

Persuasive Language technique: ________________________________

How they position the reader: