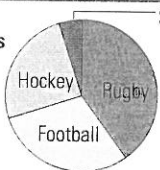


## Summary table of persuasive techniques

Use this table as a quick reference to build your understanding of the various ways popular techniques can be used to persuade and/or manipulate readers, viewers or listeners.

(Note that the given examples may not demonstrate all the points in the third column.)

| Persuasive technique and definition  | Examples  | How the technique persuades  |
|--|---|--|
| <b>Alliteration</b><br>Repetition of a consonant, especially at the start of words.  | 'Little Lucas left in limbo'<br>(Headline to a story about a child waiting for surgery)   | <ul style="list-style-type: none"> <li>● Gains attention; adds emphasis; often in headlines.</li> <li>● Draws attention to key words.</li> <li>● Not persuasive on its own but can be when used with other techniques.</li> </ul>  |
| <b>Anecdote</b><br>A story about someone or something that the writer has experienced or heard about.  | 'Three years ago my brother was killed in a car crash. Every month I watch with horror as the road toll continues to rise.'             | <ul style="list-style-type: none"> <li>● Personal experience lends weight/credibility to the writer's viewpoint.</li> <li>● Gives a human angle, making the issue seem more relevant or 'real'.</li> </ul>   |
| <b>Appeal to family values</b><br>Suggests that families are good, especially traditional nuclear families.  | 'This criminal would not have broken the law if he'd been raised in a healthy, traditional family setting.'                             | <ul style="list-style-type: none"> <li>● Invokes the reader's desire for emotional security and a protective, nurturing environment for children.</li> <li>● Can be implicit when anti-social behaviour is blamed on broken or dysfunctional families.</li> </ul>                    |
| <b>Appeal to fear and insecurity</b><br>Arouses fear and anxiety by suggesting that harmful or unpleasant effects will follow.                                   | 'The city has become a no-go zone due to alcohol- and drug-fuelled violence spilling out from clubs and affecting innocent bystanders.' | <ul style="list-style-type: none"> <li>● Makes the reader want to lessen the threat to themselves or society by taking the writer's advice.</li> <li>● Plays on people's fears.</li> </ul>   |
| <b>Appeal to the hip-pocket nerve</b><br>Suggests that we should pay the least amount possible, either individually or as a society.                             | 'Victorians are losing a lot of money due to excessive speeding fines and government revenue-raising.'                                  | <ul style="list-style-type: none"> <li>● Positive impact: makes the reader pleased about getting value for money.</li> <li>● Negative impact: makes the reader annoyed about paying too much or about the misuse of money.</li> </ul>  |
| <b>Appeal to loyalty and patriotism</b><br>Suggests that we should be loyal to our group and love our country.   | 'Students should be taught more about Australian history so they can learn to value this great country.'                                | <ul style="list-style-type: none"> <li>● Invokes feelings of pride, a shared identity and common purpose.</li> <li>● Often uses inclusive language to emphasise these feelings.</li> </ul>   |
| <b>Appeal to tradition and custom</b><br>Suggests that traditional customs are valuable and should be preserved.   | 'All businesses should be closed on Anzac day to observe and maintain the traditional day of respect.'                                  | <ul style="list-style-type: none"> <li>● Traditional customs have positive associations, e.g. with ideas of family and social unity, inclusiveness, sharing.</li> <li>● Often compared positively with 'modern' lifestyles to make us feel we are losing social cohesion.</li> </ul> |
| <b>Attacks and praise</b><br>Attacks or praises an individual or group.  | 'The CEO of this bank is both immoral and unethical.'   | <ul style="list-style-type: none"> <li>● Attack: positions us to think badly of the person and therefore to dismiss their ideas or viewpoint.</li> <li>● Praise: makes us regard the person and therefore their ideas or viewpoint sympathetically.</li> </ul>                       |
| <b>Clichés</b><br>Overused phrase quickly understood by a wide audience.   | 'Some celebrities may seem shallow, but we shouldn't judge a book by its cover.'  | <ul style="list-style-type: none"> <li>● Reassures the reader through a familiar expression.</li> <li>● Lulls the reader into an uncritical mindset.</li> <li>● Often has a comic effect. This can produce a light-hearted, amusing tone, or a sarcastic, critical tone.</li> </ul>  |
| <b>Emotive language</b><br>Language that has a strong emotional impact. Uses the positive and negative connotations of words to influence the reader's response. | 'Helpless animals are suffering needlessly cruel and painful deaths.'   | <ul style="list-style-type: none"> <li>● Encourages the reader to respond on an emotional level.</li> <li>● The readers' emotional response positions them to share the writer's viewpoint.</li> </ul>   |

| Persuasive technique and definition   | Examples   | How the technique persuades  |
|---|--|--|
| <b>Evidence</b><br>The use of facts and figures to suggest a rational or scientific basis for a point of view.  | 'According to food industry statistics, Victorians spend \$3.8 billion a year on takeaways.'   | <ul style="list-style-type: none"> <li>Numbers and scientific findings appear factual.</li> <li>Make the writer's viewpoint seem objective rather than subjective/personal.</li> <li>Beware – facts and figures can be used selectively, by omitting evidence to the contrary.</li> </ul>          |
| <b>Exaggeration, overstatement and hyperbole</b><br>Exaggerates the true situation for dramatic impact.<br>Hyperbole uses a figure of speech (simile or metaphor) to do this.                                       | 'The reigning soccer champions were completely destroyed in last night's epic battle'.   | <ul style="list-style-type: none"> <li>Attracts the reader's attention through a surprising or extreme claim, especially in headlines.</li> <li>Often combined with an emotional appeal.</li> <li>Can generate humour to make the reader view the writer's viewpoint positively.</li> </ul>        |
| <b>Generalisation</b><br>A sweeping statement that suggests what is true for some is true for most or all.  | 'Generation Y are spoilt, fickle and lazy.'  | <ul style="list-style-type: none"> <li>Appeals to a widely held belief or prejudice.</li> <li>Can be combined with an emotional appeal since the use of reason will reveal the flaws in the generalisation.</li> </ul>   |
| <b>Graphs and diagrams</b><br>Evidence presented in a visual form.  | <p><b>Sports injuries</b></p>   | <ul style="list-style-type: none"> <li>Uses a visual presentation to give a clear picture of a situation.</li> <li>Appears to be factual, therefore true.</li> </ul>   |
| <b>Inclusive language</b><br>Uses 'we', 'our' 'us', etc. to include the readers in the same group as the writer.  | 'Aussie homes are now the world's biggest. But though we're gaining space, we're losing intimacy, and the sense that there should be limits to our consumption.'   | <ul style="list-style-type: none"> <li>The sense of belonging to the same group positions the reader to share the same ideas as others within that group.</li> <li>Invokes our desire not to be 'left out' or regarded as an outsider.</li> </ul>  |
| <b>Metaphor and simile</b><br>Figures of speech that identify a similarity between two different things. A simile uses 'as if' or 'like'; a metaphor does not.  | 'The Queensland Police Service has this year assembled the greatest arsenal of weapons in its history for the war against speeding.'   | <ul style="list-style-type: none"> <li>Creates a striking image, often working on an emotional level.</li> <li>Often witty; more engaging than dry description.</li> </ul>   |
| <b>Pun</b><br>A play on a word that suggests a double meaning (e.g. 'Bombers' meaning the football team or aircraft in WWII).<br>Often plays on a word with a similar sound but different spelling (e.g. whet/wet). | 'Koala cull un-bearable for animal rights activists'   | <ul style="list-style-type: none"> <li>Often used in a headline to grab the reader's attention, especially through the use of humour.</li> <li>Not essentially persuasive but the 'double' meaning of a word usually has a positive or negative connotation.</li> </ul>                            |
| <b>Reason and logic</b><br>Used to link ideas together and develop an argument in support of the main contention.   | 'If we don't have the resources to support an increased population, we can't sustain this level of immigration. It's that simple.'   | <ul style="list-style-type: none"> <li>Suggest that the writer's viewpoint is true and not just their opinion or emotional response.</li> <li>Make the argument 'watertight' so opposing viewpoints seem less convincing.</li> <li>Often used with a detached tone and/or formal style.</li> </ul> |
| <b>Repetition</b><br>Using a word or phrase several times.  | 'Women's mags are self-hate manuals, full of diets you'll never be able to stick to, lives you'll never be able to lead, recipes for food that'll never look as good on the table as it does in the pictures.'<br>Catherine Deveny, <i>The Age</i> , 27 March 2009 | <ul style="list-style-type: none"> <li>Emphasises the main point or key term.</li> <li>Often used in speeches to reinforce or highlight a point.</li> </ul>  |
| <b>Rhetorical question</b><br>A question with an implied but unstated answer.   | 'Do members really want a lying, incompetent businessman as the club president?'   | <ul style="list-style-type: none"> <li>Forces the reader to supply the answer and see things from the writer's perspective.</li> <li>Implies the answer is self-evident and therefore correct.</li> <li>Often contains an emotional appeal.</li> </ul>   |