PERSUASIVE TECHNIQUES

Writers can use a range of techniques and language to persuade. When you're reading persuasive writing—or writing persuasively yourself—you need to think carefully about how techniques like these are used to position the reader to accept a particular point of view or understand an author's purpose.

Descriptive Language
- **Adjective.** Describing words, often used to make the reader feel a particular way about an issue.
- **Adverbs.** Adverbs are words that modify adjectives or verbs. Like adjectives, they are selected to make a reader think or feel about something in a particular way.
- **Imagery.** Descriptive writing can be a powerful persuasive technique. Describing something vividly can persuade readers. Appeal to the 5 senses.

Figurative Language
- **Alliteration.** The repetition of words starting with the same to create emphasis.
- **Simile and Metaphor.** Similes and metaphors, when one thing is described as another, help to persuade by describing.

Emotive Language
- **Appeals.** Writers often appeal to different emotions, such as a reader's sense of fairness, justice or patriotism.
- **Connotations.** All words have connotations or associations. Some words, for example, may have the same literal meaning but very different connotations. Connotations may be negative or positive. Think about the word 'thin'. There are lots of words that share this meaning. If someone was describing your body, you would probably prefer to be called 'slender' or 'slim' rather than 'lanky' or 'skinny. When people are writing an argument, they think very carefully about the words that they select and the impact these words will have on their audience.
- **Emotive words.** Words that provoke an emotional reaction from the audience.
- e.g. "But no, people from the bush were saying it is cruel to kill foxes with a poison that causes a slow, <u>agonising </u>death."
- **Inclusive language.** Using the words 'we' or 'us' – is often used to get a reader onside.
- **Make it Personal**. Involve the reader by using "you".

Everyday language. Writers will often use everyday language, sometimes called **colloquial** language, to make themselves seem down-to-earth.

Humorous Language. Writers will often appeal to a sense of humour to make people feel good. Humour enhances how much we like what we're reading and how well we remember it afterward.
- **Pun.** A play on words often relying on homophones, homonyms or rhymes.

Anecdotes. Short, personal stories that help to illustrate a point.

Exaggeration. Writers often exaggerate, use **hyperbole**, or overstate something to help persuade readers of their point of view.

Evidence. Writers will often use evidence – which might take the form of facts, figures, quotes or graphs, statistics – to help support their argument.

Expert opinion. Sometimes writers will use the opinion of experts to give further weight to their argument.

Logic. A logical, well-structured argument can be very persuasive.

Power of 3. Including 3 items/reasons in your writing. Lists of 3 seems to have a special rhythm which sticks in the mind and gets the message across.

Repetition. The repetition of words, phrases and ideas can be used to reinforce an argument and drive home the message to a reader.

Rhetorical question. A question where the answer is obvious, can help lead readers to a particular conclusion.

Sarcasm. A mocking tone.

Tone. The tone of an article or speech refers to its overall feeling. Is it passionate? Logical? Reasonable? Mocking? Humorous?

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