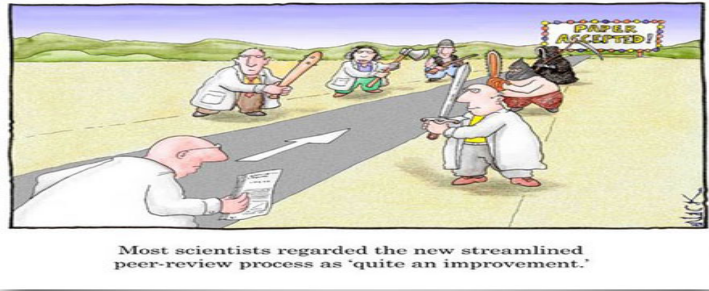




## Persuasive Techniques

Persuasive language techniques are used by authors to convince readers of their point of view, and to sway them to their point of view. Authors vary their persuasive techniques based upon audience, writing genre, and their own motives. Any language technique can be persuasive if used in different ways, but below are listed many of the persuasive techniques used by writers.

Technique	Definition	Examples
Adjective	Describing words which can add emphasis to a statement.	So many people today believe the <b>ridiculous</b> notion that you don't have to exercise.
Appeals	An appeal involves calling upon a particular principle or quality, such as: <ul style="list-style-type: none"> <li>- Desire</li> <li>- Emotions</li> <li>- Fears</li> <li>- Pride</li> </ul>	As an <b>Australian</b> , I think that everyone should have a <b>fair go</b> .
Alliteration & Assonance	Alliteration involves repetition of initial consonant sounds, and assonance is the repetition of vowel sounds. These add emphasis to words or important points in order to make it more memorable.	Alliteration: <b>Peter Piper</b> picked a <b>peck</b> of <b>pickled peppers</b> .  Assonance: The <b>rumbling thunder</b> of seas.
Analogy & Simile	Analogies and similes are the likening of one thing with another in order to drive home a point or help readers see a connection.	Analogy: The <b>deep wells</b> of her eyes.  Simile: Her eyes were <b>like deep wells</b> .
Attacks	Directly attacking or insulting views which oppose your own can weaken them and make them seem less than yours.	Anyone who thinks that TV is a good substitute for books should <b>try wearing a blindfold. It's basically the same idea.</b>
Cause & Effect	Suggesting that opposing viewpoints or arguments could cause undesired effects, even though the actions and results may be unrelated.	Obviously our new teacher sucks – <b>she gave me a C+ when our old one gave me an A!</b>
Colloquial Language	Informal, casual or local language used everyday which can help the audience identify with the author. This can include common phrases and clichés.	If you think that, then you're <b>a bunch of half wits</b> [a group of idiots].
Connotations	An idea or feeling which a word invokes for a person in addition to its literal meaning.	<b>Childlike</b> [immature] vs. <b>youthful</b> [lively and energetic]
Evidence	Quotes, statistics or other definitive information used to prove a point.	After all, Einstein used to say “ <b>if you can't explain it to a 6 year old, you don't understand it yourself.</b> ”
Formal Language	Avoiding colloquial language to seem more professional or intellectual.	If you think that, then you will need to <b>reconsider your position.</b>

Generalisations	Speaking broadly and avoiding specifics to create a purposefully blurred image of an argument or idea, or using a small amount of evidence to support a wider claim.	I saw a few teenagers shoplifting the other day. Honestly, this <b>entire generation</b> is doomed.
Humour	Humour can be used to make the author seem more likeable or to keep the reader entertained.	Most health bloggers want to perfect their articles, but we all know most of their time is spent <b>perfecting their Instagram accounts</b> .
Hyperbole	Extreme exaggeration of a trait or argument to	If we agree to remove regulation on gun control, soon enough <b>my 3-year-old will be able to own one!</b>
	a) Highlight holes in the argument b) Present an extreme version of events	
Images	Images can help a writer convey large amounts of information in a small space. Comics or graphics can be particularly helpful, as they often contain text.	 <p>Most scientists regarded the new streamlined peer-review process as 'quite an improvement.'</p>
		Retrieved 10/02/16 from: <a href="http://www.stillpointcoaching.com/services/writing-editing-services/">http://www.stillpointcoaching.com/services/writing-editing-services/</a>
Imagery & Figurative Language	Helping the reader to creatively imagine the outcome of an argument so as to better understand the situation and the consequences.	
Inclusive & Exclusive language	By using inclusive language, the reader is positioned alongside the writer. The sense of 'other' is created by exclusive language.	I think <b>we</b> all know what's going on here. <b>They</b> just don't want to admit it!
Jargon	Jargon, or technical language, suggests expert knowledge or high levels of intelligence. If the author is perceived as an expert in their field, the reader is more likely to believe them. These are specific terms that are individual to expertise areas.	Your <b>objection</b> would be <b>overruled</b> (legal jargon)
Repetition	Repetition drives home arguments or major points the author wishes the reader to remember.	We need to take action <b>now</b> . We need to move forward <b>now</b> . If we don't, nothing will change. Our <b>now</b> is yesterday's someday.
Rhetorical Questions	Rhetorical questions allow the author to prompt the reader to come to their own conclusions. The reader then believes that they have made these decisions themselves	After all, <b>isn't it nice to know your kids are safe?</b>

# Tone

Admiring	Chiding	Fervent	Objective	Sensitive
Admonishing	Chauvinistic	Forceful	Optimistic	Shocked
Aggressive	Complaining	Forgiving	Outraged	Sympathetic
Aloof	Condescending	Forthright	Passionate	Tolerant
Angry	Confident	Frivolous	Pensive	Vindictive
Antagonistic	Conservative	Guarded	Persuasive	Wise
Apologetic	Controlled	Impartial	Plaintive	
Appalled	Critical	Impatient	Pleading	
Ardent	Cynical	Impersonal	Ponderous	
Arrogant	Decisive	Indifferent	Querulous	
Assured	Demeaning	Indignant	Quizzical	
Authoritative	Despondent	Ingratiating	Rational	
Balanced	Detached	Insulting	Reasonable	
Biting	Disappointed	Intensive	Reasonable	
Bitter	Dogmatic	Jovial	Resentful	
Calm	Earnest	Judgmental	Respectful	
Cautious	Embittered	Learned	Restrained	
Cautious	Endearing	Matter-of-fact	Sarcastic	
Certain	Equitable	Mocking	Sardonic	
Cheerful	Facetious	Neutral	Satirical	