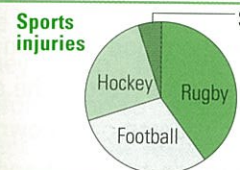


## Summary table of persuasive techniques

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)   |                             |
| <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.'             |                             |
| <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.'                             |                             |
| <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.' |                             |
| <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.'                                  |                             |
| <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.'                                |                             |
| <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.'                                  |                             |
| <b>Attacks and praise</b><br>Attacks or praises an individual or group.  | 'The CEO of this bank is both immoral and unethical.'   |                             |
| <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.'  |                             |
| <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.'   |                             |

| 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.'   |                             |
| <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.'   |                             |
| <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.'  |                             |
| <b>Graphs and diagrams</b><br>Evidence presented in a visual form.  |   |                             |
| <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.'   |                             |
| <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.'   |                             |
| <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'   |                             |
| <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.'   |                             |
| <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 |                             |
| <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?'   |                             |