

Persuasive Techniques

***The art of
manipulating
language!***



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No!

yes!

Maybe?

Learning Intentions:

- To know the features of persuasive speeches.
- To identify persuasive techniques.



Persuasion is all around us. Being persuasive requires a careful selection of techniques and thinking carefully about who you are trying to persuade.

written

non-
verbal

verbal

Technique One - Repetition

Repetition of words or phrases help to create familiarity with particular messages in the persuasive text or speech.

By repeating words or phrases, key points can be emphasised and become memorable for the audience.



**Repeat!
Repeat!
Repeat!**

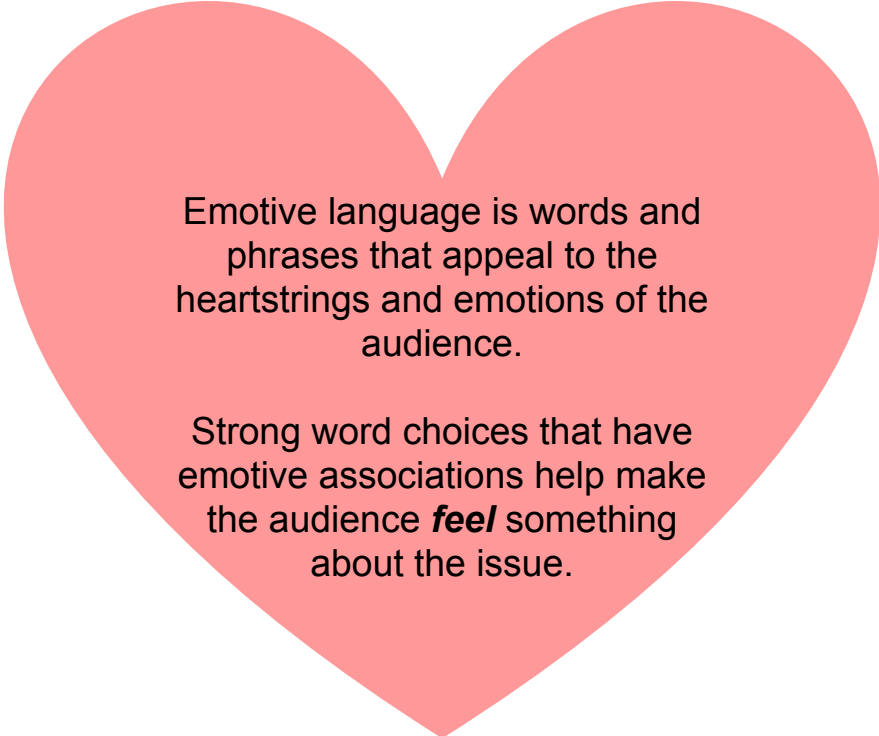
Technique Two – Tripling (Power of Three)

Writing things or using examples in patterns of three is a way to maintain rhythm and succinctness in writing and speaking.

Audiences find tripling more effective in establishing a pattern

It also makes the speaker sound engaging but knowledgeable and helps emphasise an idea

Technique Three – Emotive Language




Emotive language is words and phrases that appeal to the heartstrings and emotions of the audience.

Strong word choices that have emotive associations help make the audience ***feel*** something about the issue.

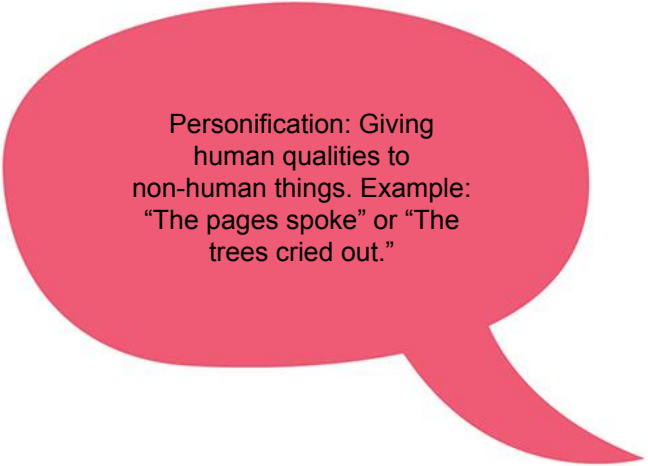
Technique Four - Figurative Language

Figurative language is a broad term for techniques that make the audience imagine something, or that create imagery in their mind.

Metaphor and personification are two techniques often used.



Metaphor: A figure of speech in which a term or phrase is applied to something to which it is not literally applicable, but to transform it with associations. Example: “It is also aimed at building a bridge between Indigenous and non-Indigenous Australians—a bridge based on a real respect rather than a thinly veiled contempt.”



Personification: Giving human qualities to non-human things. Example: “The pages spoke” or “The trees cried out.”

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