

How to be persuasive

***The art of getting
what
you want!***



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Learn for life



yes!



No!



Maybe?

Learning Intention:

To know the features of a persuasive text.

Persuasive techniques

When you set out to persuade someone, you want them to accept your opinion on an issue: **you want to change that person's mind to your way of thinking.**

This means that **you need to be very aware of your audience**; you want to be forging a link with them by establishing a common goal.

Persuasive techniques

There are three areas we should attempt to appeal to when trying to get our audience on side:

APPEAL TO REASON



Most people believe themselves to be reasonable, so appealing to a person's sense of reason is the most effective means of convincing them to change their way of thinking ('If we don't do this... then...').

APPEAL TO CHARACTER



We all share certain common ideas of what is just and fair! Appealing your audience's sense of what is right and fair can be a powerful persuasive device, e.g. 'Like you, I share a sense of outrage and frustration at what is happening...!'

APPEAL TO EMOTIONS



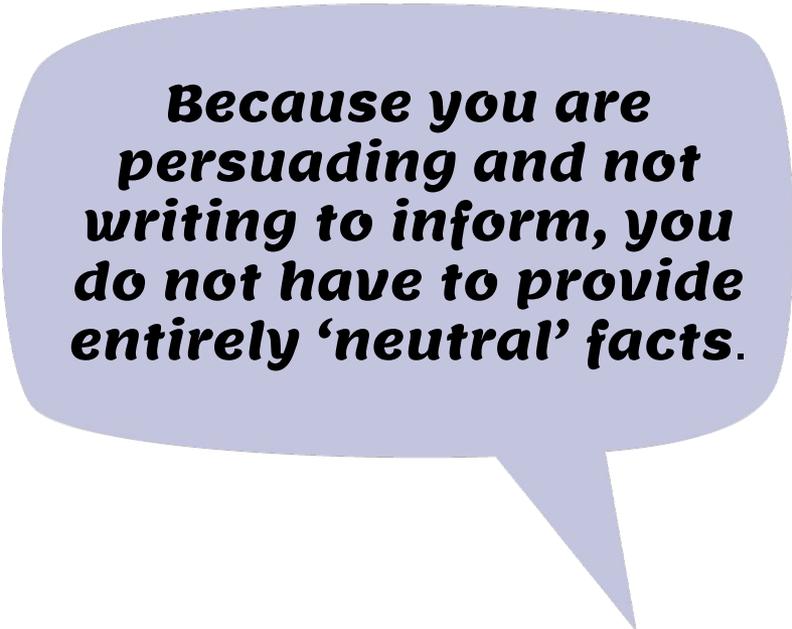
Persuasion often succeeds by the careful and considered use of emotion - especially showing how passionate you feel for your point of view.

Appeal to reason

Your audience will feel they hold a reasonable view already, but try to dissuade that view by showing *how much more reasonable* your own position is.

Provide evidence to support your ideas to suggest that they are reasonable and logical.

However...



Because you are persuading and not writing to inform, you do not have to provide entirely 'neutral' facts.

Appeal to reason



The loss of coral reefs will reduce habitats for many other sea creatures, and it will disrupt the food web that connects all the living things in the ocean.

This is a **fact** – *it can be tested.*

However, it is also still very emotive....

why?

Appeal to reason

So an effective way of appealing to your audience's sense of reason, while still presenting your view as the only correct view, is to use **emotive facts** rather than objective ones.

You work for the Great Barrier Reef Protection Society and you are trying to persuade people to help save the Reef.

Improve the following facts by making them more emotive:

As of the end of March 2016, 93% of the Great Barrier Reef has experienced bleaching. As the seas warm because of our effect on the climate, bleaching events in the Great Barrier Reef and other areas within the Coral Sea are likely to become more frequent and more devastating.

Appeal to character

This approach aims to convince your audience that you and they are very similar, sharing parallel ideas and views.



One way to do this is to create a sense of a shared personal or cultural experience.

Appeal to character



Be ***respectful***... use an **appropriate tone** to suit your audience and purpose.



Be ***generous***... people often put their own interests first. What can you offer your readers to help them change their mind?



Be ***modest***... no one will listen to someone who sounds arrogant or impolite.

Appeal to character



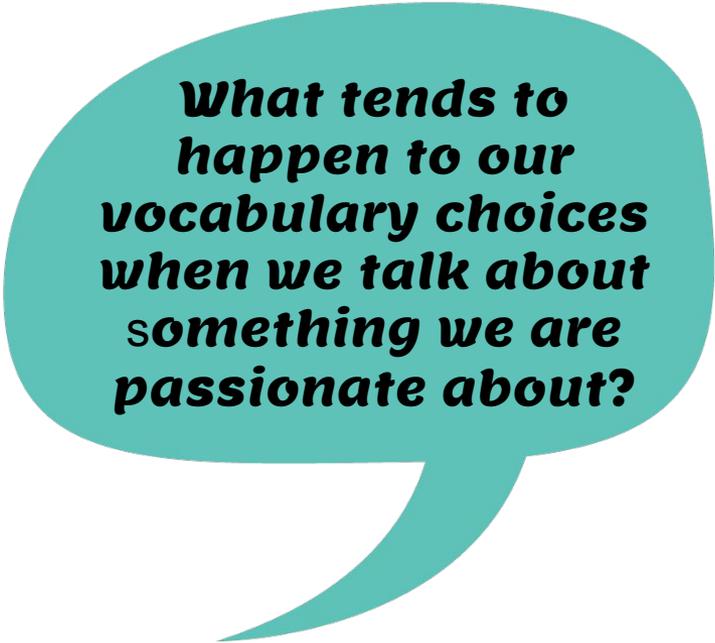
Be **personal**... persuasion works best when you know your audience well so consider your reader, think about what their current views are and what has brought them to think that way - think about addressing them as a 'friend' using the pronoun 'You'.



Be **concerned**... and show that you share your reader's concerns even if your view is different.

Appeal to emotions

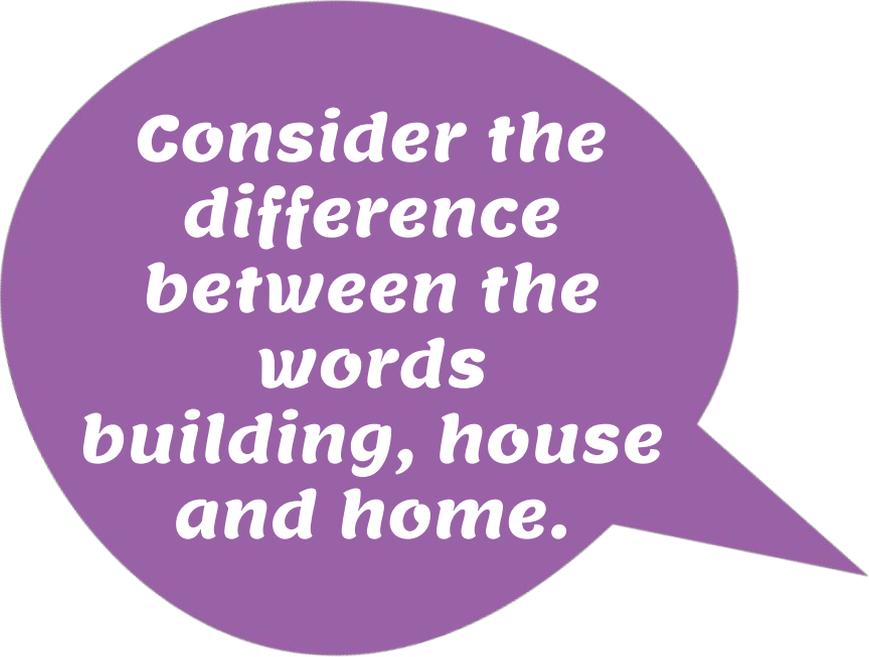
The most important persuasive technique is to sound **authentic** and **passionate** (as if you really believe what you're saying!) and this requires a **confident tone**: sound like you are sincere and believable.



What tends to happen to our vocabulary choices when we talk about something we are passionate about?

Appeal to emotions

Some words have connotations (underlying meaning) that evoke an emotional response.



***Consider the
difference
between the
words
building, house
and home.***

Making your point

The distinction between writing to persuade and writing to argue (inform) is incredibly subtle.

In both cases you need to present a supported written argument.

What is the difference when writing to persuade?

In any form of argumentative writing you need to make sure that your points are clearly stated and well-developed.



I think that all people should do something to help stop climate change.

In the example above, the point is clearly stated, but it **lacks details**. Without these details the writer won't convince their audience.

How do you make an effective point?

- * Introduce it.***
- * Explain it.***
- * Justify it.***
- * Drive it home.***

Drive your point home

You could end on a question to leave the reader something to think about:



***Think for a moment.
Wouldn't you be
happier
if everything in life
was this simple?***

Persuasive techniques

Power of three

Including little stories to illustrate a point.

Destroy/criticise the opposing argument.

Emotive language

Being over-the-top to get a point across.

Words, phrases and imagery that arouse an emotional response.

Rhetorical questions

Including lists of three items/reasons in your writing.

Say again

Repeating the same word, phrase or idea more than once for emphasis.

Undermine opposing views

Anecdote

Involve your audience by speaking to them directly using personal pronouns and shared experiences.

Questions to get your audience thinking – they don't require an answer.

Direct address

Exaggeration