

Persuasive Language

Persuasive texts are composed using a variety of written language choices. When writing persuasive texts, authors make careful selections of language, thinking specifically about the effect they want their choice to have on a target/specific audience. In terms of persuasive speeches, the written component is still important but the delivery of the speech is incredibly important in order to engage audiences and persuade them.

WRITTEN PERSUASIVE TECHNIQUES		
FIGURATIVE TECHNIQUES	Metaphor	Comparison in which something is transformed into something else, seemingly unrelated
	Simile	A resemblance between two things using 'like' or 'as'
	Personification	Attributing human characteristics to ideas or things etc...
SOUND TECHNIQUES	Alliteration	Repetition of first letter – e.g. 'richly rewarding'
	Onomatopoeia	Words that sound like the object or thing they refer to
STRUCTURE TECHNIQUES	Repetition	Repeated use of words and phrases, used to emphasise key points
	Tripling	Use of 3 aspects to link ideas/ parts of the topic Using triple examples or patterns of three for effects
	Contrasting/ comparisons	The use of opposites to show difference
LANGUAGE TECHNIQUES	Personal language	Language that includes reader and writer: eg. I, we, our, your
	Emotive language	Strong adjectives and verbs that affect meaning when describing people, places, events etc., language that appeals to emotions.
	Modality	Language indicating a degree/scale of certainty, such as modal verbs [can, must, would, could etc.] and modal adverbs [possibly, likely, definitely etc.
	Mood	Imperatives, declaratives, exclamatives, interrogatives
	Rhetorical Questions	Questions used to get an effect rather than a response
	Evaluative language	Language that forms judgement, either implicitly or explicitly
	Intensifiers	Usually adverbs that intensify or 'ramp up' meaning, such as 'extremely', 'mostly' etc., e.g. "the outcome was entirely shocking"

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SPOKEN PERSUASIVE TECHNIQUES	
VERBAL FEATURES	Pronunciation, phrasing/pausing/silence, audibility and clarity, volume, pace, emphasis.
NON-VERBAL FEATURES	Facial expressions, gestures, proximity, stance, movement.

RHETORICAL DEVICES	
ETHOS	Credibility of the author or subject
PATHOS	Appeals to EMOTION
LOGOS	Use of, or appeals to, LOGIC