|  |  |  |
| --- | --- | --- |
| Persuasive Technique. | Example. | Why is it used (effect on audience). |
| Attacks | That’s the sort of suggestion I’d expect from a nose-in-the-air toff like Turnbull. | Makes the audience think less of the opposition. Demoralise their resolve and argument. |
| Colloquial Language | She’s a top sheila that Jessica Rowe. Channel Nine are stark raving to give her the boot. | This example, hits the Australian slang, hitting more at home, bringing common ground to the audience. |
| Emotive Appeals. | Soon we will see your neighbours lying dead in our own streets if we do not act against terrorism. | This brings raw emotion to us, family, friends are people we care and love, having a thought that such hideous actions can come to them, brings us to the side of writer. |
| Inclusive Language | It is time for us to show our belief in the value what our country represents, a fair go, and give generously to the Good Friday Appeal. | A sense of belonging, making the audience feel like they should be doing something. |
| Rhetorical Question | Should those young children be just thrown out like rubbish? Have they truly done something wrong to us? | Audience knows the answer, they know what is right, and makes them have to agree with your argument. |
| Exaggeration | Councils are losing the war against vandals | War, a thing only known for its destruction, using such words to exaggerate a point or argument brings attention to the case, making it sound like something really needs to be done. |
| Emphasis -Repetition | Should we stand idle, should we turn a blind eye, or should we stand up for what we deserve! | Drill side of argument into the listeners, strengthen there issue. |

|  |  |  |
| --- | --- | --- |
| Emphasis - Cumulation | This task requires strength, determination, willpower and sacrifice. | Brings the audience into it, by a calling, which will be hard to overcome, but it will be done. Brings power to the audience to do something and show their own. |
| Emphasis - Alliteration | To rip people off so blatantly shows Mr Carven to be cruel, cold and calculating. | Brings the audience to think negatively towards the opposition. |
| Evidence - Anecdotal | I can tell you that, as a single mother of two, I received very little in the way of financial support during my attempts to return to fulltime work. | Appeals to audience, anyone in a similar situation would understand, and take up the side of the writer. |
| Evidence – Expert Opinion | This issue is also backed by fashion designer Ruby Reed, who recently stated “…” | Appeals to peoples reason and logic, if an expert in the field is with the writer of this issue, then it must be right. |
| Evidence – Statistical evidence | With over 120,000 customers each year supporting this product and a majority of modern established countries enforcing this product as a part of every home, it’s well and truly a must have. | Brings audience to the fact, again for their logic and reason on the fact, that it is a big thing, it is a wanted and needed item. |
| Emotive power words | These cruel natured, hideous delinquents need to be made to dream, and make a future for themselves and safety of your family.  | Emotional words, bring us into it, making us feel those words, forcing either a anger, hate a forceful nature to the surface on the issue, or the opposite, sad, guilt to do something, happy, an enjoyment to continue to and keep it. |
|  |  |  |