

# How To Be Persuasive

Year 5 - 6 English



# Persuasive techniques

Power of three
Emotive language
Rhetorical questions
Say again
Undermine opposing views
Anecdote
Direct address
Exaggeration

Words, phrases and imagery that arouse an emotional response.

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

Including lists of three items/reasons in your writing.

Destroy/criticise the opposing argument.

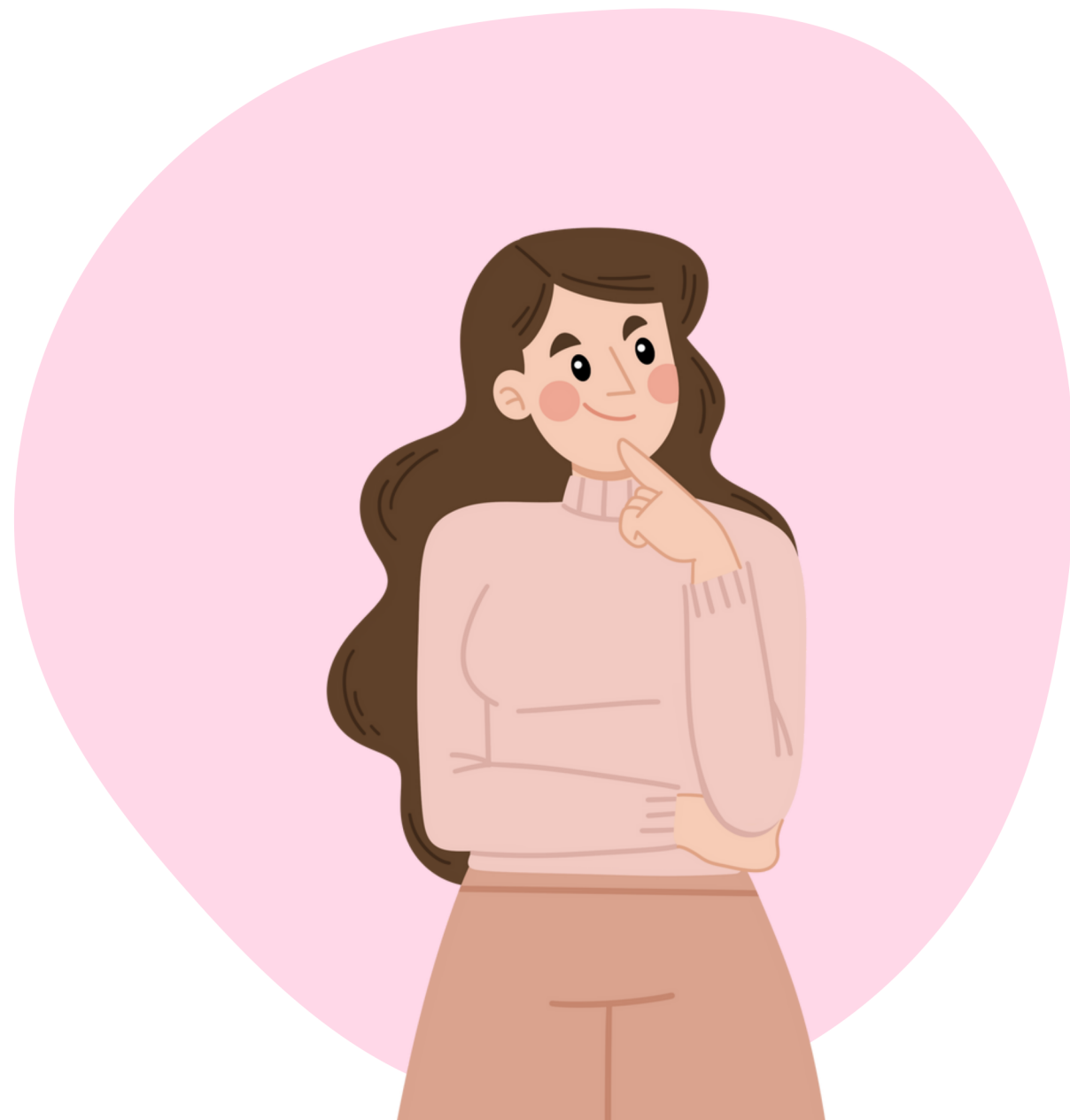
Repeating the same word, phrase or idea more than once for emphasis.

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

Including little stories to illustrate a point.

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

## Learning intention: To know the features of a persuasive text



# Persuasive techniques

Listen to some of the most persuasive speeches for inspiration.



# Persuasive Techniques

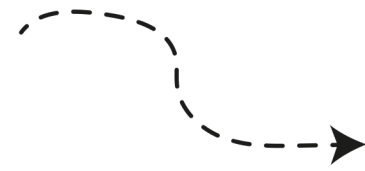
When you set out to persuade someone, you want them to accept your opinion on an issue: you want to change that person's mind to your way of thinking.

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 horror and repulsion 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...

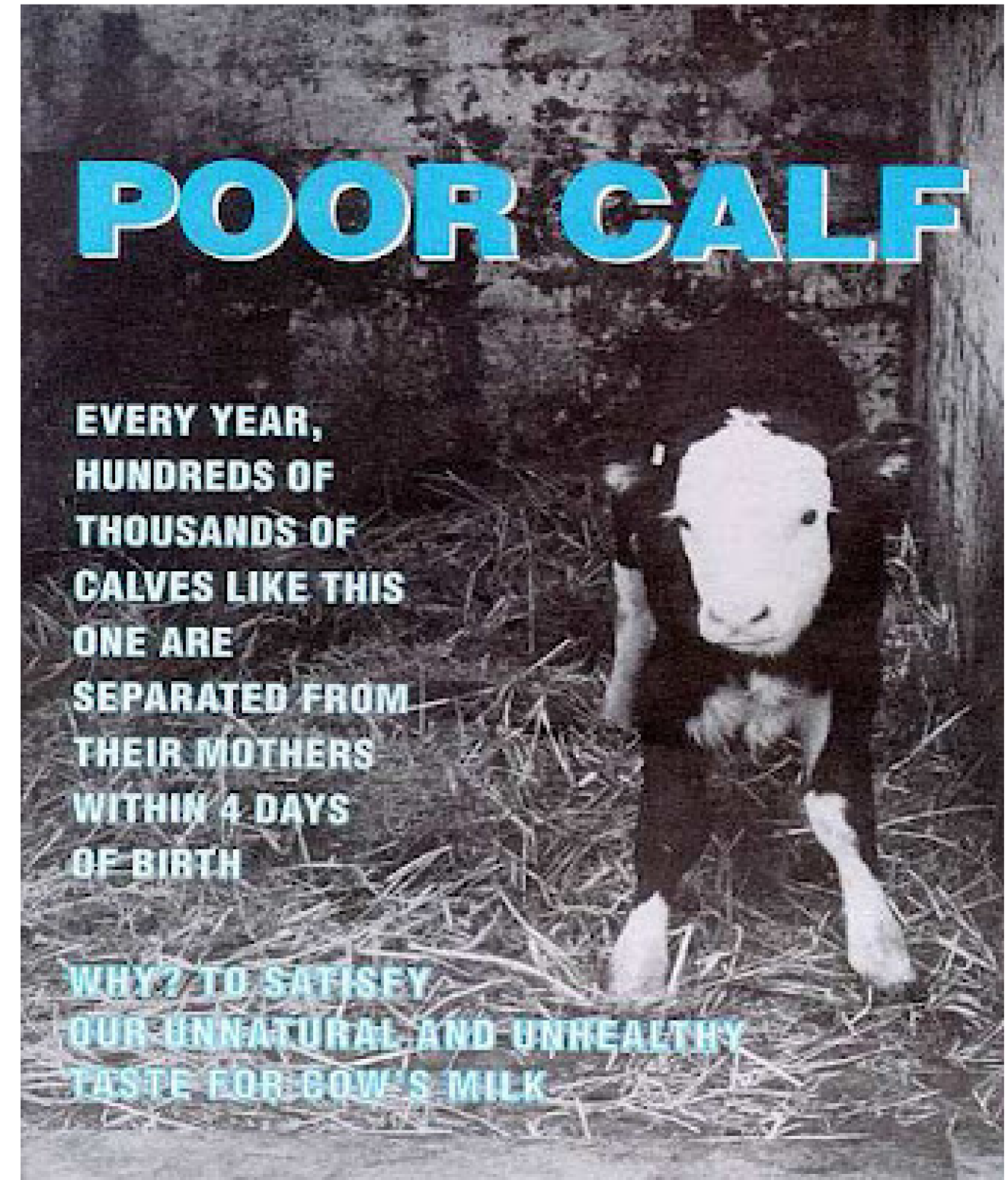
**Because you are persuading and not writing to inform, you do not have to provide entirely 'neutral' facts.**



# Appeal to reason

Every year, hundreds of thousands of calves like this one are separated from their mothers within days of birth.

This is a fact - it can be tested. However, it is also 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.



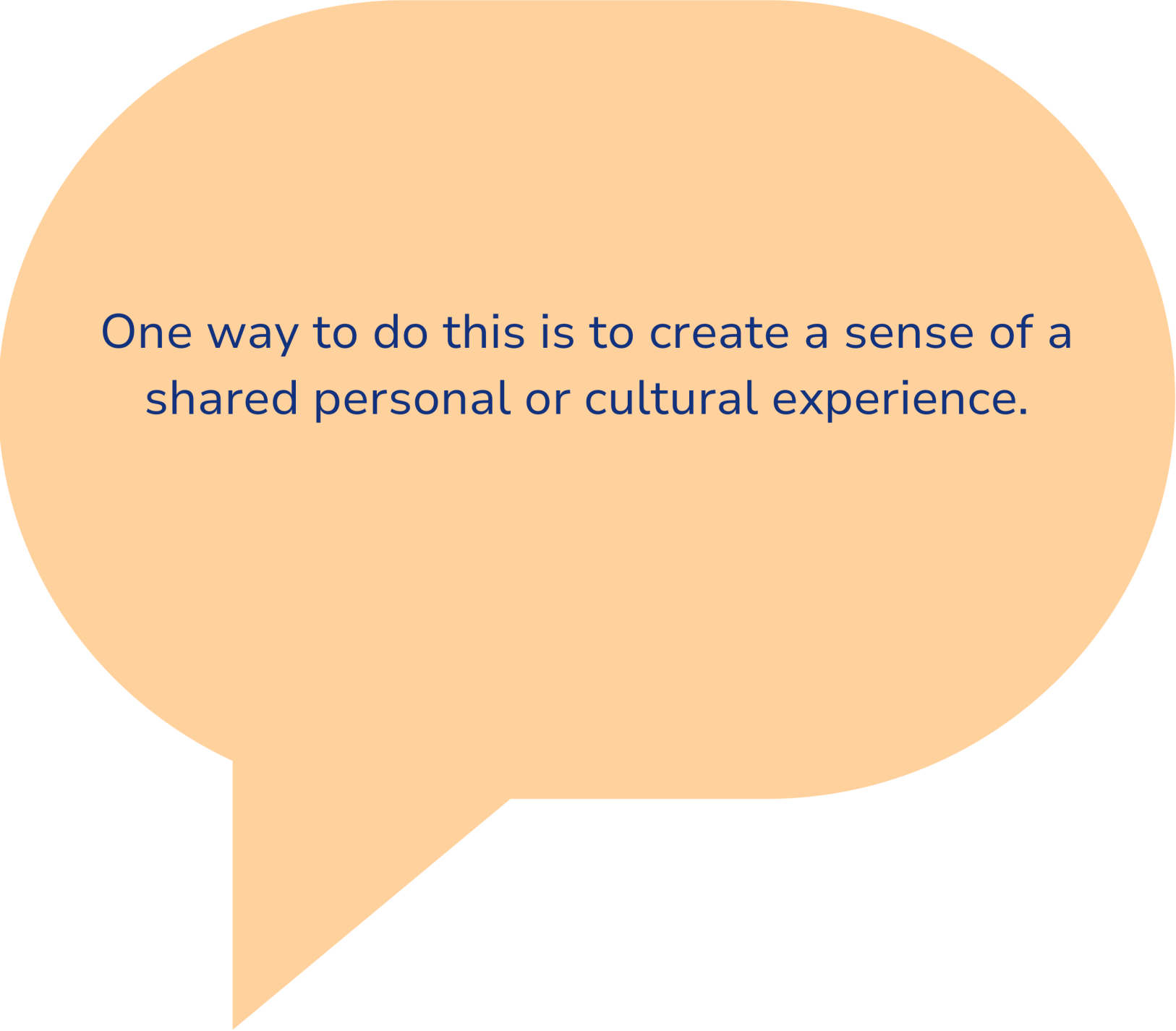
You work for The Vegetarian Society, you are trying to persuade people that turkey farming is cruel.

Improve the following facts by making them more emotive:

Approximately 10 million turkeys are killed in November/December. In the wild turkeys could live up to 10 years; farmed turkeys are usually killed between the ages of 12 and 26 weeks.

# 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 concerned


Show that you share your reader's concerns even if your view is different.

## 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'.

# Appeal to emotions

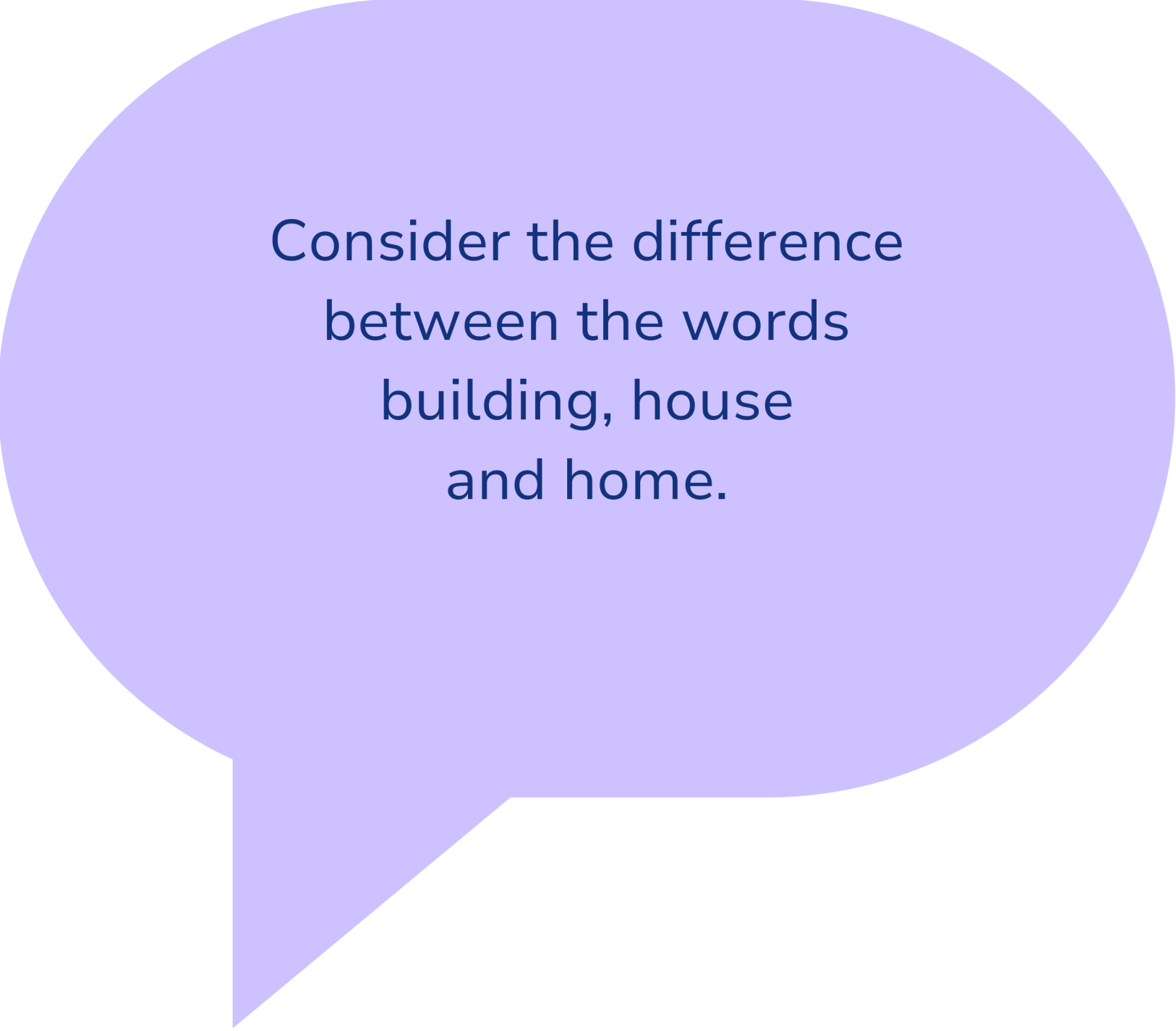
The most important persuasive technique is to sound authentic and passionate (as if you really mean what you say!) and this requires a confident tone: sound like you are sincere and believable.



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?



# Making your point

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

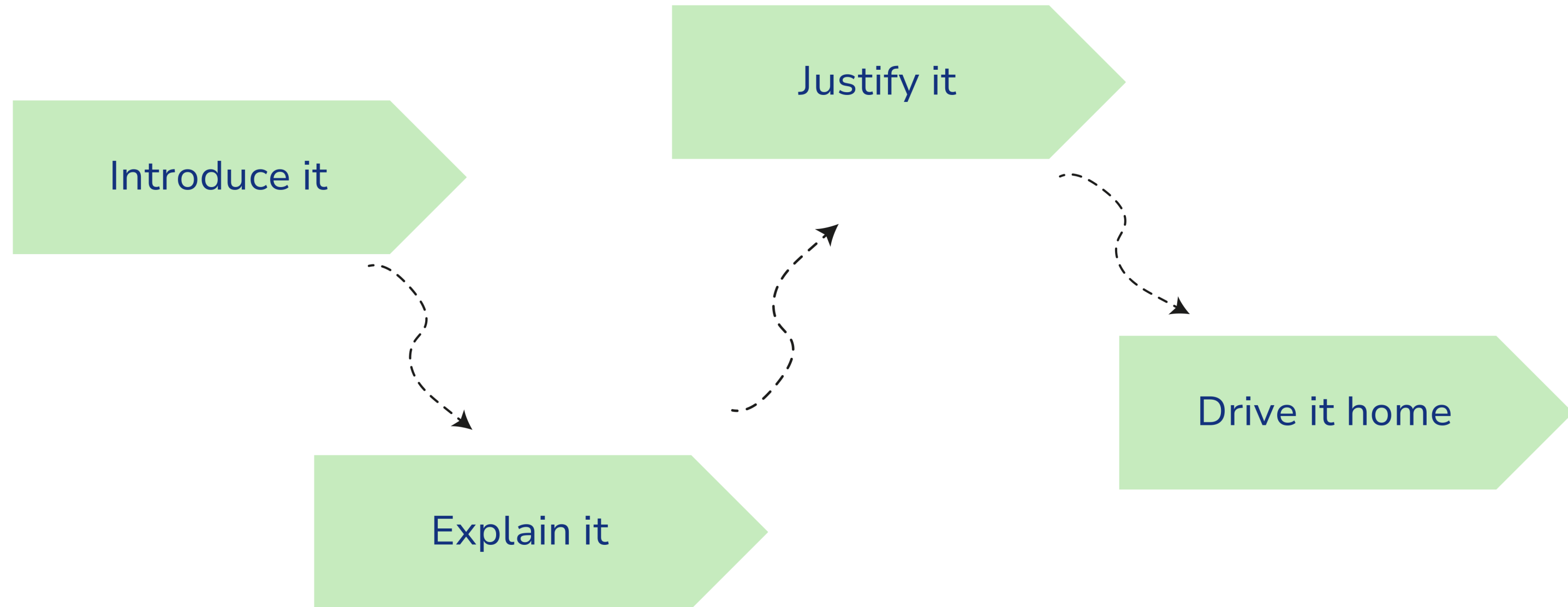
In the example above, the point is clearly stated, but it lacks details. Without these details the writer won't convince their audience.



I think that animals should have the same rights as human beings.



# How do you make an effective point?



# 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?