PERSUASION:

- A persuasive piece of writing's validity of the position taken is developed without much consideration of opposing views.
- A persuasive essay aims at getting readers to agree with a point of view on a particular topic.
- Persuasion even though based on fact, is driven by the writer's opinion and can draw on emotion and passion, and is therefore subjective.
- wants to convince and win support to its side.
- once a topic has been identified, a side is taken and then presented with supporting reasons.

PERSUASION – LANGUAGE FEATURES:

- Using quotations as evidence

- Using contrast:

    differences

- Using figurative language

- Using hyperbole

- Using emotive language

- Using the active voice :

Harry ate six shrimp at dinner. (active)
At dinner, six shrimp were eaten by Harry. (passive)

- Using irony

- Using conjunctions, reference words: a word used to connect clauses or sentences or to coordinate words in the same clause (e.g. and, but, if

- Using connective words to create authority

- Using jargon or buzzwords:
a word or phrase, often an item of jargon, that is fashionable at a particular time or in a particular context. Eg boutique, habitat from assignment 2

- Using modality words:

Modality" refers to how certain you are about something, so "high modality" means expressing that you are certain about something

Words include: would, is, must, have to, will not, will always, never, absolutely, clearly, definitely, undoubtedly, certainly, obviously, positively, may, might not, might, ought, maybe, sometimes, rarely, chance, slight possibility, occasionally, not sure, certainty, definite, certain, essential, clear, necessary, complete, absolute, probably, tends to, should, often, regularly, majority, unlikely, frequently, likely, probable, usually, couldn't, could, can, possibility, possibly, possible, doubtful, unsure, high possibility, probability and low probability

- Using lexical items of substitution and connotation:

In English grammar, substitution is the replacement of a word or phrase with a "filler" word (such as one, so, or do) to avoid repetition. Also called ellipsis-substitution

- Using questions

  - Another example of persuasion may be found on websites. Websites use shapes, colour, words and other devices to persuade a reader. The aim could be to attract a particular audience to buy a product or enrol in an institution.

PERSUASIVE/ARGUMENTATION TECHNIQUES:

Appeal:

We can appeal to a person's emotions (pathos); we can appeal to a person's reasoning (logos); or we can appeal to a person's wisdom (ethos.)

LOGOS: Message:

Is the internal consistency of the message itself or the clarity

of its claim. Ask whether it contradicts itself, whether it uses strong supporting

evidence. We can think of it as "logic" or "logical appeal."

ETHOS: Writer

This refers to the credibility of the writer. It can be a writer's reputation in the field, but also how honest the writing is.

Ask questions like are you hiding behind words? How do you treat opposing ideas?

PATHOS: Audience:

How to make readers open to your message, engaging readers emotionally, "hooking" them, making them accept your beliefs, values and understanding. Ask questions like does the text show empathy? How does it engage with the audience emotionally?

These are indeed very ancient ways of defining logic and persuasion, but when we examine persuasive writing we find it always appeals to reason, emotion and/or logic.

Other techniques are:

Analogy - Comparison using figures of speech e.g. metaphor, simile.

Anaphora - A form of repetition of a word or phrase to build up emotion.

Anecdote - Using a personal experience or specific details to support your point.

Case study- Make reference to research or facts to support your view-point.

Repetition - Repeating words, phrases and sentences for emphasis.

Rhetorical questions - Asking questions to which no answer is required, so as to tease readers to think.

Word choice- Choose words that appeal to many senses; words with denotative and connotative meaning.

Overgeneralisation- Use words such as 'all'; 'only', 'many' to influence readers; create perceptions of what is being described.

ELEMENTS OF STYLE

a) tone:

The definition of "tone" is the way the author expresses his attitude through his writing. The tone can change very quickly, or may remain the same throughout the story. Tone is expressed by your use of syntax, your point of view, your diction, and the level of formality in your writing.

(b) sentence structure, words and phrases

Sentences structure is used by the writer to achieve a specific effect. Conjunctions evident in a text demonstrates how each idea in the text should be linked and adds fluency.eg. for, and, nor, but, or, yet, so - to provide a reason for the first action of

the sentence and thus joining sentences

Conjunctions to organise the text by representing each new point with the terms 'Firstly,' 'Secondly' and 'Thirdly' .

(c) use of humour and organisation of ideas and points

(d) text development: use specific rhetorical modes such as narration, description,

example and illustration;process analysis; definition; cause and effect; classification;

comparison and contrast.

1. Narration

The purpose of narration is to tell a story or relate an event. Narration is an especially useful tool for sequencing or putting details and information into some kind of logical order, usually chronological.

Literature uses narration heavily, but it also can be useful in non-fiction, academic writing for strong impact.

2. Description

The purpose of description is to recreate, invent, or visually present a person, place, event, or action so that the reader can picture that which is being described. It is heavily based on sensory details: what we experience through our five senses.

3. Example

It's common to see examples used in all kinds of situations—an idea can be considered too general or abstract until we see it in action. An exemplification essay extends this idea even further: it carries one or more examples into great detail, in order to show the details of a complex problem in a way that's easy for readers to understand.

4. Definition

In the vocabulary section we talked about word definitions in depth. A definition essay takes the concept of "definition" more broadly, moving beyond a dictionary definition to deeply examine a word or concept as we actually use and understand it.

5. Process Analysis

Analyzing a process can also be thought of as "how-to" instruction. Technical writing includes a lot of process analysis, for instance. Academic writing can incorporate process analysis to show how an existing problem came to be, or how it might be solved, by following a clear series of steps.

6. Division/Classification

Classification takes one large concept, and divides it into individual pieces. A nice result from this type of writing is that it helps the reader to understand a complex topic by focusing on its smaller parts. This is particularly useful when an author has a unique way of dividing up the concepts, to provide new insight into the ways it might be viewed.

7. Comparison/Contrast

Comparison focuses on similarities between things, and contrast focuses on their differences. We innately make comparisons all the time, and they appear in many kinds of writings. The goal of comparison and contrast in academic essays is generally to show that one item is superior to another, based on a set of evaluations included as part of the writing.

8. Cause/Effect

If narration offers a sequence of events, cause/effect essays offer an explanation about why that sequence matters. Cause/effect writing is particularly powerful when the author can provide a cause/effect relationship that the reader wasn't expecting, and as a result see the situation in a new light.

9. Problem/Solution

This type of academic writing has two equally important tasks: clearly identifying a problem, and then providing a logical, practical solution for that problem. Establishing that a particular situation IS a problem can sometimes be a challenge–many readers might assume that a given situation is "just the way it is," for instance.

RHETORICAL DEVICES

A rhetorical device is a technique of using language that will increase the persuasiveness of a piece of writing

Examples of Rhetorical Devices

(a) Rhetorical questions: thoughtful questions that aren't meant to be answered.

Example: Can we really expect the government to pay from its limited resources?

(b) Description and Imagery: 'Imagine being cast out into the cold street, lonely and frightened.'

(c) Parallel structures: 'To show kindness is praiseworthy; to show hatred is evil.'

(d) Figurative Language: (i.e. using metaphor, simile and personification) Example: 'While we wait and do nothing, we must not forget that the fuse is already burning.'

(e) Anaphora: the intentional repetition of a word or phrase at the beginning of a line for emphasis. Example: 'Will he eat that food?' 'Will he know it's good for him?'

(f) Hyperbole (using exaggeration for effect) Example: While we await your decision, the whole school holds its breath.

(g) Anecdote: An anecdote is a short and interesting story taken from your past experience – or that of someone you know or have heard about. Audiences love anecdotes.

(h) Euphemisms and connotation: using 'overweight' instead of 'fat', or 'issue' instead of 'problems'.

(i) Downplaying and understating

(i) Using key words to make important things seem unimportant. Mere, merely, so-called, however, although, despite

(ii) Expressing things in such a way as to understate their importance.

The earthquake interrupted business somewhat in the Mpumalanga area.

DIFFERENT TYPES OF PROCESSES

We usually think of verbs as 'doing' words but this is insufficient because not all verbs denote 'doing'. There are many processes that are going on in the world which do not mean 'doing'. That is why the term 'processes' is broader and all-encompassing. However, the 'doing' part is captured in material processes.

– Material ('doing'): kick, run, paint, repair, send, burn, …

– Mental ('experiencing' or 'sensing'): see, hear, know, like

– Verbal ('saying'): say, tell, warn, argue, ask, …

– Relational ('being' or 'becoming'): be, have, become, ...

– Behavioural (laugh, talk, cry, breath),

– Existential ('exist'. "there is…")