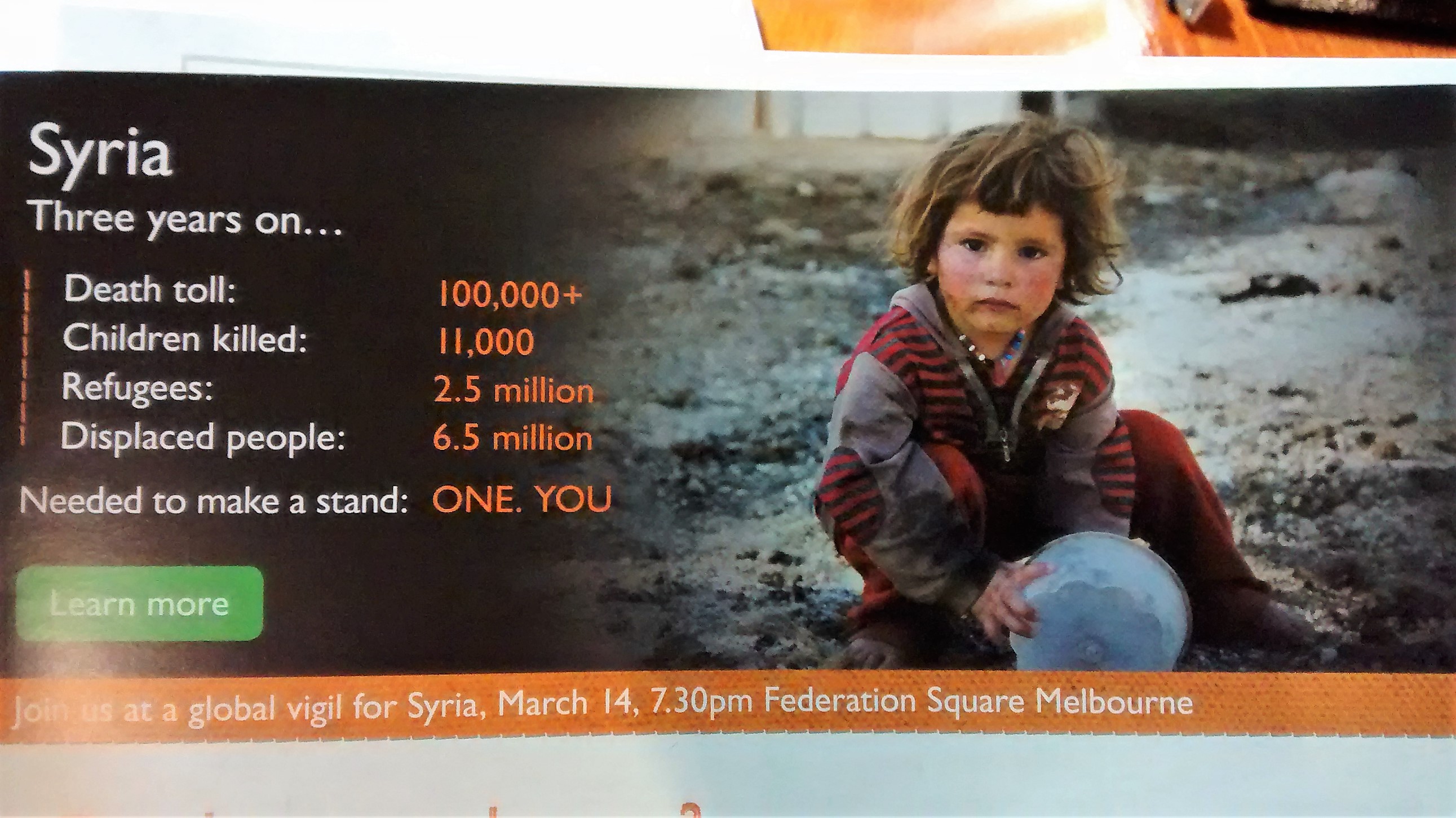
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Persuasive technique** | **Do not read this – Room to read (YOUTUBE link on Google classroom)** | **Syria – how war affects children clip (see World Vision link on Google classroom)** | **Teenage affluenza**  **(link on Google classroom stream)** | **What’s behind the label?**  **(World Vision link)** |  |
| TEXT – emotive language  Modality/imperative  Statistics/facts  Subtitles  Font/Size/Colour  Rhetorical questions  Repetition  First or third person |  |  |  |  |  |
| AUDIO – music  Voice over –  Sound effects  Volume |  |  |  |  |  |
| VISUAL – choice of images  Colour  Movement  Photographs vs artistic  Animation  Written graphics |  |  |  |  |  |
| Use of narrator  Interview – expert  Interview – “victim”  Direct appeal to viewer  Use of humour/satire/irony |  |  |  |  |  |
| Call to action – what is it? |  |  |  |  |  |
| Order/flow of text |  |  |  |  |  |
| Intended audience? |  |  |  |  |  |

Media (radio, TV, internet, social media, print etc.) can be an important tool for informing and influencing people’s opinion. Generally, it asks you, the viewer, to DO something – this can be a call to action or purchase or speak or share. Media uses more than just words – it uses music and images and voices to appeal to the viewer’s emotions, reason and values.

Aristotle identified three ways to persuade others – to appeal to their emotions, their thoughts or reason and their values. Place an E, T, V to show what appeal is being made by each persuasive text.

|  |  |  |
| --- | --- | --- |
| Emotions (pathos) | Thoughts/reason (logos) | Values and hopes (ethos) |
|  |  |  |

Think about different techniques that appeal to each of the above and write them in the respective boxes. Here are some words to get you started: truth, outrage, statistics, expert opinion, fear, joy, graph, evidence, care, compassion, justice, sadness.



One formula for a persuasive text is: **Attention** - poster uses image of child and colour

Note how it is used in this digital poster **Interest** – “three years on..”, statistics, simple clear layout of information

Choose one of the texts from above and explain how it moves through this formula.

**Desire** – appeals to sense of humanity and justice, vulnerability

**Action** – “make a stand”, “learn more”, “join us”