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| **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 languageModality/imperativeStatistics/factsSubtitlesFont/Size/Colour Rhetorical questionsRepetitionFirst or third person |  |  |  |  |  |
| AUDIO – musicVoice over – Sound effectsVolume |  |  |  |  |  |
| VISUAL – choice of imagesColourMovementPhotographs vs artisticAnimationWritten graphics |  |  |  |  |  |
| Use of narratorInterview – expertInterview – “victim”Direct appeal to viewerUse 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.

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| 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”