Some Persuasive Techniques

1. Allusion: uses audience’s knowledge of other stories or situations to make what it is saying more powerful.

* Don’t be Pinocchio - is alluding to the story of Pinocchio but not telling you the story
* That’s my Achilles’ heel – alludes to the story of how Achilles’ mother made him invincible by dipping him in a special river, except in his heel, where she was holding him.
* What a Scrooge
* He was a Good Samaritan
* She’s as wise as Solomon

1. **SHAVE (HAVES) = Things that make writing interesting**

* **S**imiles/metaphors/personification
* **H**ooks
* **A**djectives/adverbs
* **V**erbs – colourful
* **E**motive language

1. Anaphora: repeating a phrase at the start of a series of sentences but making different points in each.

**Example from JFK Speech:**

*Let both sides* explore what problems unite us instead of belabouring those problems which divide us.

*Let both sides*, for the first time, formulate serious and precise proposals for the inspection and control of arms--and bring the absolute power to destroy other nations under the absolute control of all nations.

*Let both sides* seek to invoke the wonders of science instead of its terrors. Together let us explore the stars, conquer the deserts, eradicate disease, tap the ocean depths and encourage the arts and commerce.

*Let both sides* unite to heed in all corners of the earth the command of Isaiah--to "undo the heavy burdens … [and] let the oppressed go free."

**Using it in our speeches (so it doesn’t get in the way of our connectivity starts):**

Initially, *it is obvious to any thinking person that dogs are better than cats because they often protect their owners and their property.* ***Have you ever seen a cat*** standing by their owner and growling at a stranger who came too close? ***Have you ever seen a cat*** chasing off an attacker who tried to steal its owner’s handbag? ***Have you ever seen a cat*** guarding its owner’s property from burglars? I think it is pretty unlikely that you have, since cats are generally only interested in themselves, not in other creatures. *This is a clear superiority of dogs over cats*.

1. Anti-metabole vs metabole:

Metabole = change; anti = opposite: so anti-metabole is changing the sentence by putting the key words in an opposite position to each other.

Example:

Let us never **negotiate** out of *fear*. But let us never *fear* to **negotiate**.

1. Modality = using words (adjectives/adverbs like *crucial* or *certainly* or *unlikely*) or phrases (like *it is likely* or *There is a possibility that*) to make a statement **more** or **less** certain.

If you use a phrase like: “Dr Robbins, the eminent psychologist, recommends you eat 6 serves of grapefruit a day”, it is more about **objectivity** and **subjectivity** rather than **modality**.

*Modality is used to make something sound more likely and acceptable to the audience – you don’t want them to disagree with you because that is not convincing them. This is the same idea with objectivity and subjectivity but it uses a little bit of a different method.*

For example:

**While** it is healthy to eat grapefruit as it is a marvellous source of vitamin C and bioflavonoids, it **may be going too far** to say that eating 6 serves a day is beneficial.