

Persuasive Writing

**Learning Intentions:**

* To appreciate how the perspectives of the audience and their context informs our choices of language and persuasive techniques
* To experiment with persuasive features to become more effective in communicating with and impacting an audience
* To perfect skills in fluent and passionate presentation

*Your task is to write a text of about 1000 words (or less depending on your use of the 3000 so far), which you can present (in a speech of up to 6 min) or not, depending on whether you have done a written piece or not yet (you have to do one written – the third task is either a digital story or a written narrative).*

The text should persuade a group such as the local council, the school board, the Principal, a member of parliament, the Rotary club or ecclesial administrators to take a particular line of action.

Use the statement, ‘addressing social isolation in our communities’ as a starting point for thinking about your topic. You could think about the way migrants, refugees, the disabled, the elderly, teenagers and the unemployed are integrated into our society to start narrowing it down.

**Persuasive Techniques:**

* Logos, ethos, pathos (*you MUST* *get the balance right for your subject!!!*)
  + Use of logical sophisticated argument; effective *use* of sources; counter-arguments to show perspectives; connectives to show relationships between ideas and increase cohesion
  + Use of authority ie quotes, experience and obviously trustworthy sources
  + Emotive language; appeals to sources that use emotional connotations; ‘emotional blackmail’ (establishing that they will be the ‘bad guy’ if they don’t do as you say)
* Appropriate mode and tone (*VERY important: consider the audience, context and purpose of the speech*)
* Use of hooks at start and throughout/call to action at end
* Descriptive language/metaphors etc
* Repetition, anaphora, anti-metabole, assonance/alliteration, rhyme and other *sound effects* (research)
* Allusions (*choose the RIGHT one and it can be very powerful*)

**Performance Standards:**

*Knowledge and Understanding*

* Knowledge and understanding of relevant ideas to the speech and use of a variety of perspectives to convince.
* Knowledge and understanding of ways in which you can use typical language features, stylistic features, and conventions of a persuasive speech to convince the audience to act
* Knowledge and understanding of ways you can create a persuasive speech for a specific purpose, audience, and contexts.

*Application*

* How well you use the language and stylistic features of a persuasive speech to address the purpose, audience, and context.
* How well you use of clear, accurate, and fluent expression.