

Football's not just a game, son - it's a way of life! - The language of persuasion

When persuasive language is used there is often a strong focus on:

- Opinions rather than facts
- Emotive words rather than technical language
- Personal tone containing bias
- Strong visual and verbal effect to make a complex thought seem simple
- Distortion of facts

Persuasive writing is writing where you try to convince someone to take a particular issue on a point of view. Persuasive writing may be designed to convince the reader to take your position on a particular issue or may be designed to convince the reader to take a certain action.

Persuading Readers with Your Writing

Persuasive writing is very common in advertising where marketing professionals try to convince you to buy something. Persuasive writing can also be used in lots of other situations as well.

Here are some examples of persuasive writing.

- Brand of chips is the crispiest, crunchiest and most delicious brand of chips you will ever taste. Buy a bag today.
- A vacation to Florida is an experience you will never forget, offering sun, fun and beautiful beaches. Book your trip today.
- An ABC mattress is the most comfortable bed you will ever sleep on. You'll feel as if you are sleeping on a cloud. Give the bed a try today.
- XYZ dog food is sure to make your dog's tail wag. If you truly love your dog, you'll give this brand a try today.
- You don't want to make a mistake on your tax return. Trust the expert accountants at 123 Accounting with your taxes to ensure you get the most money back.
- Our injury attorneys have recovered millions of dollars for clients and we can take your case and represent your interests. Call us today to schedule a free consultation.
- Our store has the lowest prices and the best selection of all of the stores in the town. Visit us today to see our great selection.
- All of the cool kids are wearing clothes from XXX Store. If you want to fit in with the in-crowd, you should be sure to shop here too.
- Our headache medication will get rid of your headache for five hours with just one pill and has fewer side effects than other similar medications. Try it today.
- If you vote for me, I will make sure that your taxes are low and that you get the government services that you depend upon. Cast your vote today.

In each of these examples, the writing is trying to get you to do something or support something by explaining a reason to do it or a benefit or advantage to taking an action.

Can you come up with five statements using persuasive writing?

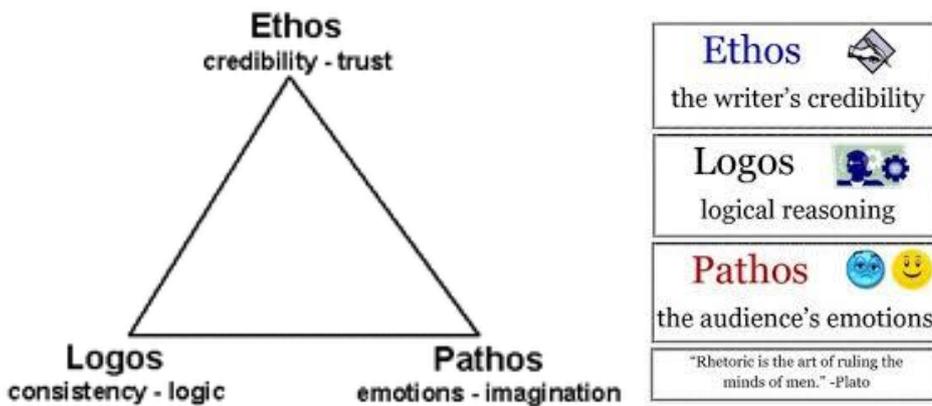
Persuasive writing relies on three pillars: Pathos, Logo and Ethos

https://www.youtube.com/watch?v=9L_G82HH9Tg

Logos: using logical arguments such as induction and deduction

Pathos: creating an emotional reaction in the audience

Ethos: projecting a trustworthy, authoritative, or charismatic image



<https://www.youtube.com/watch?v=fx-lyjc7h7Q>

Can you think of an example of where you have seen logos?

Can you think of an example of where you have seen pathos?

Can you think of an example of where you have seen ethos?

Stay Safe in the Sun

Going out in the burning sun without sensible protection is extremely dangerous.

The first reason is that you can get extremely sunburnt.

The second reason is that you can get horrible skin cancers because of damaging light rays.

Another reason is that too much time out in bright sunlight can damage your eyesight.

Remember to wear a hat, put on a shirt, use sunscreen and wear sunglasses.

What person is this piece written in?

How does this change the tone?

What is the purpose of this writing?

Practise persuasive writing by answering the following question:

Do you think it is important that teams wear a uniform?

Do you think the Olympics are a waste of money?

Do you think it is OK for any sponsor to be displayed at games, as long as they pay?

Persuasive language is often found in advertisements. How does the media influence our perceptions?

The significance of visual images lies in how they represent the world and reality. They influence our cultural values and our relationship with sport.

Examine the AFL 2009 Season promotional advertisement

<http://www.youtube.com/watch?v=YgnM9gNlMgk>

How does this promotional advertisement represent the world?

Is this reality?

Are there any cultural values embedded in the text?

What does the text suggest our relationship with sport is? How does it suggests it?

Watch and fill out what camera angles you see and state what effect they have on the meaning:

Advertisement	Camera	Effect
Adidas https://www.youtube.com/watch?v=uiQVkoDIBbQ		
NZ Rugby https://www.youtube.com/watch?v=xSth007n_vw		
State of origin https://www.youtube.com/watch?v=_G3bUp3g_HY		
Ironman https://www.youtube.com/watch?v=3t94iXluffw		