
LANGUAGE OF PERSUASION

Language Genres

Manipulation can play on the reader's conscience, making him or her feel guilty or pressurised into agreeing with the case being made. It can also flatter the reader into agreeing; this is a common technique in advertising, 'As a discerning customer, we know you want nothing but the best', etc.

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- Strong, emotive language can be used to win the reader over.
 - The word 'We' is often used instead of 'I' to draw the reader in and make him or her feel on the same side as the writer.
 - Adjectives and adverbs are used freely and they are often quite extreme.
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- The writer's opinion is usually crystal clear from the opening sentence.
 - Facts and figures may be given but they may be vague or exaggerated, 'The vast majority of people', 'Almost every student in the country', etc. This can aid the manipulative effect of persuasive writing, the implication is often there that if you don't agree, you are going against popular opinion and you don't fit in. Obviously, this is very useful in advertising. Generalisations are used without the support of a source – watch out for 'All' or 'Every'.
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Rhetorical questions, an argument framed in the form of a question to which there can be only one possible answer, may be used. 'Why should we allow our parents to rule every aspect of our lives?' (Answer expected – we shouldn't.)

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- 'Persuader' words can be used to good effect:

Clearly

Plainly

Surely

Undoubtedly

Obviously

WHERE IS IT USED?



Personal opinion and anecdotes are often used.

The language of persuasion is used in advertising, political speeches and some newspaper articles.
