

**Task 4 due Monday Term 2 Week 4**

**Preparation for TASK 4 - Creating a persuasive text (Speech)**

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**Persuasive texts**

Persuasive texts seek to convince the audience to agree. They will offer a persuasive argument. Below are some ideas about purpose, form and language features of persuasive texts (these are not exhaustive lists, rather they are designed to get you thinking).

**Purpose:** to persuade the reader to agree, to argue and convince that the author's viewpoint is correct, to influence others to agree with a viewpoint.

**Forms:** editorials, letters to the editor, opinion articles, speeches, submissions, some narratives (particularly fables), scripts, monologues.

**Language/Stylistic features:** selection of detail, sequencing of events, structure of information, use of persona, expanding boundaries of factual reporting (exaggeration, embellishment, expansion), anecdotes, word choice, colloquialisms, connotative/emotive language, tone, use of humour, irony, satire, interpretation of events, facts, opinionative response, versions of reality, use of facts, data, statistics, experts or authority figures, use of repetition or rephrasing, rhetorical argument and use of rhetorical devices, questions, evidence, descriptive language, figurative language, parallel construction, directives (imperative sentences or a call to action), tricolon.

**Developing your persuasive text**

**Your persuasive speech should be approximately 800 words in length. Consider the following as you develop your persuasive text:**

**Engage the reader**

You want them to read on, don't you? So hook them with something interesting at the start:

- relate your topic to a current event
- relate the topic to an aspect of your reader's life
- begin with an amusing, entertaining or other attention-grabbing anecdote
- start with a question (*Have you ever considered...*)
- paint a graphic picture (*Picture an...*)
- place your reader in the situation (*Imagine you are...*)
- pose a problem or puzzle to be solved.

**Be clear about your thesis**

Your thesis (aka proposition) is what you believe needs to happen - it's the course of action you want your audience to take, so you need to be clear about who needs to do what.

**Find reasons to support your thesis**

No one ever won an argument by saying 'just because'. Aim for *three* compelling arguments in support of your thesis (to find out more about what's so magic about the number three read this web page: Manner of Speaking – Rhetorical Devices: Tricolon

<https://mannerofspeaking.org/2015/03/16/rhetorical-devices-tricolon/>).

**Find evidence to support each of your reasons**

Remember...three is the magic number. Try and find three pieces of evidence to support each reason (this may not *always* be possible...so don't feel like you have to chuck a point out if you can't find three...just make sure the evidence you do have is strong).

**Rebuttal**

Pre-empt those pests who will come up with a counter argument. Think of the possible counter-arguments and offer a pre-emptive rebuttal where you deal with objections to your argument. This makes you seem fair-minded and aware of other possible viewpoints. They actually make your argument stronger because you can't be accused of ignoring other possible views.

**A call to action**

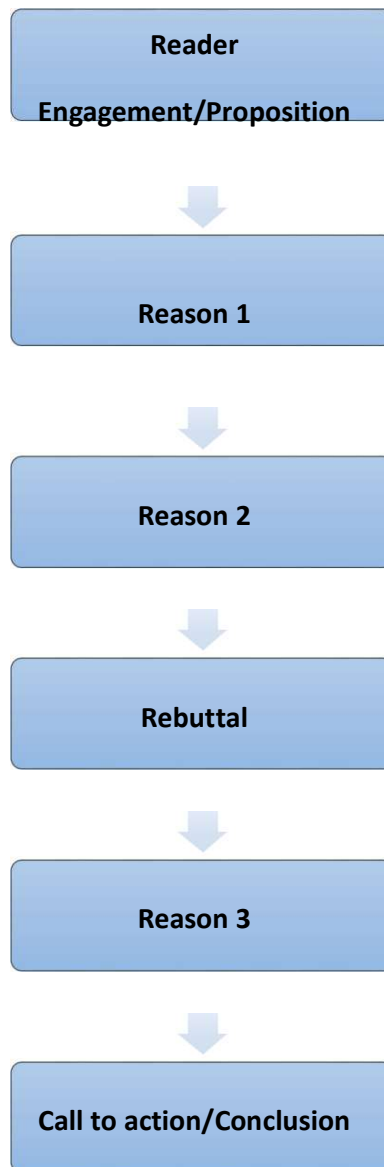
Make your argument link to the real-world by issuing a directive or call to action to the audience. Use imperative sentences to direct the reader to take a course of action after reading your text.

**Structure**

A clear structure is essential in a persuasive piece. You need to be signal clearly to your audience through devices such as cohesive transitions the sequence of your argument. A useful structure for a persuasive text is illustrated on the next page.

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## Structure



**You might choose to separate reader engagement and the proposition into two short paragraphs.**

Note the position of the rebuttal, placing it between your second and third argument allows you to appear fair-minded and deal with possible objections, but also gives you the opportunity to then finish with what you believe is important.

### **Language features/stylistic choices**

#### ***Using language in imaginative and innovative ways***

Effective writing will clearly meet its purpose and is tailored to suit its audience and context. Write with style - reveal a sense of personality, flair and originality.

Here are some ideas about how you might achieve these factors:

**Style** - develop your own! Your style is the way you typically write - the complexity of your language, syntax, tone and so on.

**Vocabulary** - Vary the words you use. Avoid repetition (unless you're deliberately using it as a rhetorical device!). Examine your writing for repeated use of words...and then switch it up! Find synonyms.

**Develop your voice** - Make your audience believe you through constructing your personal voice! If you are constructing fiction, your narrator's voice - their tone, style, delivery and diction - contribute to their character. If you're writing non-fiction, the same applies to constructing your perspective through voice. Language choices are key!

**Create imagery** - it doesn't matter whether you're writing fiction or non-fiction, your audience will respond more effectively if they can visualise the situation. Offering evocative description is essential to help your reader clearly understand the setting or situation you're trying to establish. You can appeal to the readers' senses to create effective descriptions.

**Experiment with language devices** - Vary them! Don't stick with the same three or four... look for and use new devices. Go to the websites below for ideas about devices you could experiment with (note that there can be overlap):

- **Literary Devices:** <http://www.literarydevices.com/>
- **My Class Notes:** <http://johnwatsonsite.com/MyClassNotes/Topics/NonFiction/Non-FictionTechs.html>

**Layers of meaning** - Add richness to your writing by adding layers of description. For example, use literal description with allusions, analogies or symbols which add richness through suggestion and connotation.

**Syntax for effect** - Make decisions about when to use short, simple sentences and when to use longer compound or complex sentences. For example, short sentences can create dramatic effects in fiction, such as a sense of fear or anticipation. In interpretive and persuasive texts, short sentences can highlight key points. Vary your sentence structures for balance and effect.

**Tone** - Tone is the emotion or attitude that you adopt towards a person, place, event, idea etc in your texts. You develop tone through the language choices you make.

**Search TED talks to listen to some inspirational speakers, paying attention to the way they start their speech, what language they use, the anecdotes they share etc.**

**For one example, click on the link below to view Greta Thunberg's speech on climate change.**

**Make notes on the structure, the use of humour, anecdotes etc.**

**The disarming case to act right now on climate change - Greta Thunberg**

[https://www.ted.com/talks/greta\\_thunberg\\_the\\_disarming\\_case\\_to\\_act\\_right\\_now\\_on\\_climate\\_change](https://www.ted.com/talks/greta_thunberg_the_disarming_case_to_act_right_now_on_climate_change)

