Step 5: Analyze Language and Tone

Objective:

To identify psychological manipulation techniques used in the email content such as urgency, fear, and pressure — all common in phishing attempts.

Email Body Analyzed:

Subject: Urgent: Your Account Has Been Suspended

Dear Customer,

We have detected suspicious activity in your PayPal account and have temporarily suspended access for your security.

To restore full access, please verify your identity by clicking the link below:

☞ **Click here to verify your account**

Failure to verify your identity within 24 hours will result in permanent suspension of your account.

This is your final warning.

Sincerely,

PayPal Security Team

Analysis of Language and Tone:

1. **Urgency**: "Failure to verify within 24 hours" — pushes user to act quickly without thinking.

2. **Fear**: "Your account has been suspended" — triggers anxiety and panic.

3. **Authority**: "PayPal Security Team" — impersonates a trusted organization.

4. **Final Warning**: Adds more pressure to obey instructions immediately.

5. **Generic Greeting**: "Dear Customer" — real companies usually use your name.

6. **Impersonal Tone**: No specific account details or personalization.

Conclusion:

The email uses classic social engineering techniques — fear, urgency, and authority — to manipulate the reader into clicking on the malicious link. This is a strong indicator of phishing behavior.