

Persuasive writing

IXD Behaviours

differences between academic and IxD writing

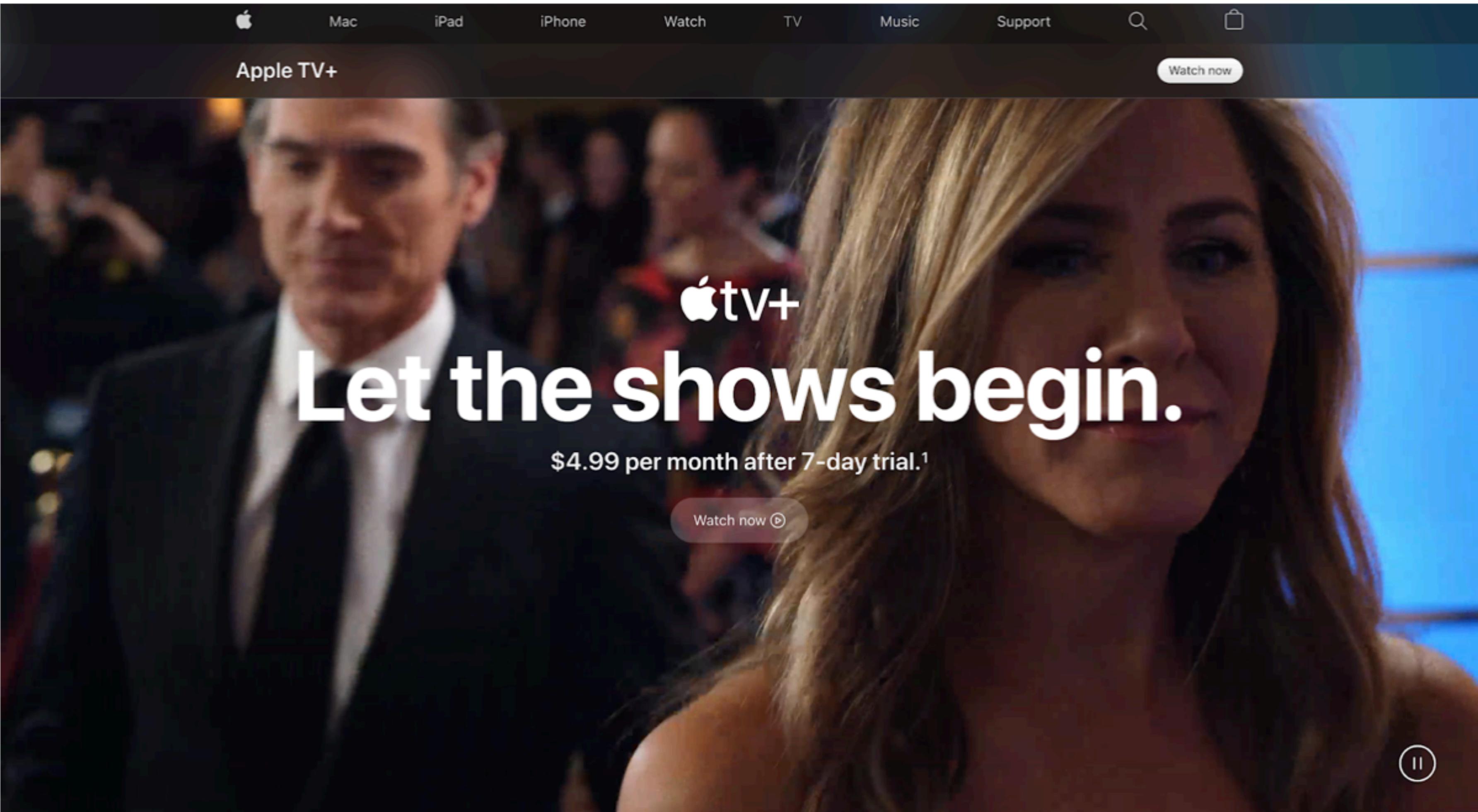
- **IxD** is focused on creating:
- Emotional Response (feel something)
- Intent Response (action required)
- **Academic** writing is evidence based arguments that together lead to a conclusion

Call-to-action Examples

- 1.** AppleTV+: "Watch Now"
- 2.** Netflix: "Try 30 Days Free"
- 3.** Lyft: "ride and Save"
- 4.** Canva: "I'm in! Show me Canva 2.0"
- 5.** Chick-fil-A: "Find your morning motivation"
- 6.** WordStream: "Grade My Account For Free"
- 7.** Hotjar: "Try it free"
- 8.** Spotify: "Get Spotify Free"
- 9.** Trello: "Sign Up — It's Free!"
- 10.** Social Media Examiner: "Click to Save!"
- 11.** World Market: "Shop the room"
- 12.** Join.Me: "Start Meeting"
- 13.** Influenster: "I want more boxes!"
- 14.** theSkimm: "Join Millions of Others"
- 15.** charity:water: "Join the Spring"
- 16.** Ugmonk: "Yes Please"
- 17.** Hello Fresh: "Claim Offer"

The call to action gives the user the tools they need to act on their decision.

1. AppleTV+: “Watch Now”



For its new streaming service AppleTV+, Apple uses the call-to-action “Watch now” paired with a play icon to move visitors towards signing up.

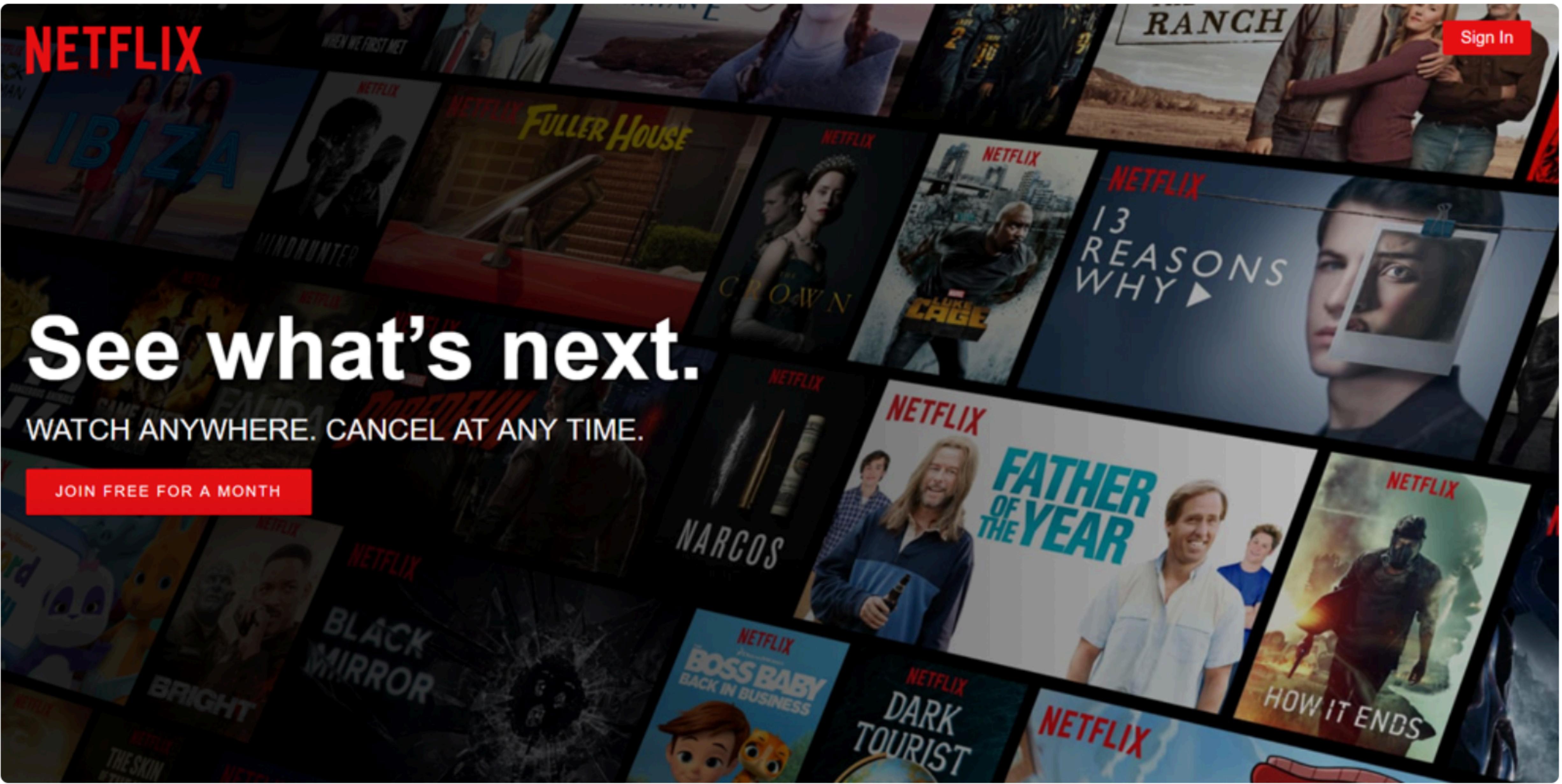
NETFLIX

Sign In

See what's next.

WATCH ANYWHERE. CANCEL AT ANY TIME.

JOIN FREE FOR A MONTH



Netflix: “Try 30 Days Free”

The screenshot shows the Netflix homepage with a prominent "Try 30 Days Free" offer. The top navigation bar includes the Netflix logo and a "Sign In" button. The main headline reads "All of Netflix. Free for 30 days." Below this, a green progress bar indicates the free trial period from "Free 30 days" to "1/21". A "FIRST BILL" date of "12/21" is also shown. A "3 day reminder" option is available. The text below explains the email reminder service and the cancellation policy. At the bottom, there are two calls-to-action: "TRY 30 DAYS FREE >" and "LEARN MORE >".

NETFLIX

All of Netflix.
Free for 30 days.

Free 30 days

FIRST BILL
12/21

1/21

3 day reminder

We'll email you a reminder three days before your trial ends.
Cancel anytime before 12/21 and you won't be charged.

TRY 30 DAYS FREE >

LEARN MORE >

Sign In

[Premium](#)[Help](#)[Download](#)[Sign up](#)[Log In](#)

Free music. Millions of songs.

Play on any device. No credit card needed.

[GET SPOTIFY FREE](#)



JUST FOR YOU

25% off 10 rides

You've got a 5-star rating — it's time to treat yourself. Get up to 25% off 10 rides only through November 26.

RIDE AND SAVE



SCENE STEALER

Shop this festive look
featured in Hallmark Channel's
NEW holiday movie!

SHOP THE ROOM

Hallmark
CHANNEL

10th Anniversary
Countdown
to Christmas

Holiday Movies 24/7

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How do you target emotions?

- **Three persuasive techniques:**
- Emotive words
- Loaded words
- Agitate, empathize and solve

Emotions

- **Greed** - "I'll do it because I get something in return."
- **Envy** - "Everyone else is doing it, I must too."
- **Fear** - "If I don't do it, I'll suffer."
- **Pride** - "I'm the only one who can do it."
- **Pity** - "Those poor people, I must do something."
- **Guilt** - "I'm the cause of all this, I should do something."
- **Anger** - "How dare they! I'm going to do something about it."
- **Happiness** - "I'm so happy, I'll do anything."
- **Hope** - "If I do this, there's a chance of a positive result."

Persuasive and Emotive Language

| Positive | Negative | | |
|--|--|---|---|
| High modality: must, have to, should Commands: Write, Do, Take action, Stop, Discover | High modality: must not, have to, should not, never | | |
| Accurate Advantage Always Announcing Bargain Beseech Best Certain Certainly Confident Convenient Definitely Delighted Easy Ecstatic Effective Emphasise Entreat Extremely Expect Freedom Good Guaranteed Health Highly effective/ likely Implore Improvement Interesting Introducing Investment | Magic Magnificent Miracle Most Most Important New Now Popular Profitable Proven Quick Remarkable Results Revolutionary Safe Save Sensational Should Startling Strongly agree/ recommend Strongly suggest Superb Superior Tremendous Truly Trustworthy Urge Very Wanted Workable Worthwhile | Abolish Aggravate Agony Appalled Atrocious Awful Careless Confusing Corrupting Cruel Damaging Deplorable Disadvantages Disastrous Disgusted Displeased Dreadful Dreadful Eliminate Harmful Harsh Heaven forbid Horrible Inconsiderate Inferior Insensitive Irritate | Never Offend Ordeal Outrageousness Produces disastrous results Provoke Repulsive Scandal Severe Shameful Shocking Spells the death of ... Strongly disagree Terrible Tragic Unreliable Unstable Wicked |

LOADED Words

- “The merger was aborted.”
- “His performance was adequate.”
- “She used chemical assistance to run that fast.”

Examples of Emotive Language

The government will reduce interest rates

Examples of Emotive Language

The government will reduce interest rates

vs

The government will slash interest rates

Examples of Emotive Language

Another person in the bar was injured by the man's glass

Examples of Emotive Language

Another person in the bar was injured by the man's glass

VS

An innocent bystander suffered facial injuries when the thug launched his glass across the bar

Examples of Emotive Language

Mr Smith was attacked by Mr Jones for two minutes

Examples of Emotive Language

Mr Smith was attacked by Mr Jones for two minutes

vs

Mr Smith was subjected to a vicious assault by the monster, Mr Jones, for what seemed like a lifetime.

Connotation

| Positive | Negative |
|--------------------|--------------------|
| He is svelte | He is skinny |
| You are meticulous | You are nitpicking |
| You are Unassuming | You are plain |

When using emotive language, you are the narrator and the judge at the same time.

Lee *begged/asked/pestered* passers-by for help.

Agitate, Emphasize and Solve

- “Severe acne can be devastating for a teenager. The embarrassment, social rejection and resulting isolation can ruin young lives. We understand these problems and have dedicated our careers to solving them. The result of years of research, our ground-breaking new acne treatment will help you rebuild your life.”
- Where in the paragraph is the **agitation**, **emphasis** and **solution**?

Quiz: select the emotive version

“Plain language is useful for everyone, but especially for those who are often denied the opportunity to engage with and comment on public writing. This includes the 20% of the population with learning disabilities, a number of the more than 7 million people in the US with intellectual disabilities (ID), readers for whom English is not a first language and people with limited access to education, among others.”

—What Makes Writing More Readable?, Rebecca Monteleone and Jamie Brew

Plain language translating: side-by-side comparison

ORIGINAL

Kyra is autistic and profoundly deaf. She was born premature at about 27 weeks, just a little over 2 pounds, which has impacted pretty much everything: eyesight, hearing, digestion, sleep patterns. A strong tremor in her hand makes it impossible for her to use American Sign Language. Her parents think she recognizes a couple dozen signs.

PLAIN LANGUAGE

Kyra is autistic and deaf. She was born early. She was very small when she was born. She has trouble seeing, hearing, eating and sleeping. Her hand shakes so she does not do sign language. Her parents think she knows some signs.

FABU

- Features
- Advantages
- Benefits
- U-Appeal



3 Modes of Persuasion

- **Ethos = Respect**
- **Logos = Reason**
- **Pathos = Emotion**