



# Chapter 3

## Persuasive strategies



Go ahead and “appeal to a higher authority”. But you know Mummy rarely overrules me.

Authors use a range of persuasive strategies to influence you to support their views. A knowledge of these strategies will also help you improve the persuasive power of your ideas.

### 1. Tone and style

Your tone and style and your choice of words are critical to your message and influence the relationship with readers.

### 2. Common appeals

An awareness of some common appeals and values can also help you write sharper topic sentences. This knowledge helps you think about key concepts and categorise your information.

### 3. On the attack: your rebuttal

An awareness of both your reasoning and persuasive skills helps you identify more effectively the weaknesses in your opponent’s argument.

### 4. Aim for an impact

Think about how you can engage your reader’s thoughts and feelings and win their support.

**The facts:** more than 45,400 offenders aged 17 or under who were given verbal warnings were often caught again within 12 months.

**Your appeal:** you could use an appeal to law and order as well as to community safety to support stricter punishment.

#### “F” for fat on students’ report cards?

**Although obesity poses a physical and psychological problem for children, giving them a mark on their report card is not an appropriate solution.** Such a move may cause feelings of shame and lead to isolation and depression, which may aggravate, not solve, the problem. Many experts also warn that it will lead to bullying of children who are at risk. Evidently, it seems preferable to implement more positive schemes that promote health and fitness. As one doctor, who was herself a vulnerable teenager, stated being typecast as a “fatty boomba” led to relentless persecution by her school mates and her family. A negative report card would have possibly tipped her over the edge, especially when her eventual growth spurt helped her shed her “puppy fat”.

#### Your paragraph ...

**Assertive tone**

**Appeal to health and wellbeing**

**Emotive language**

**Appeal to emotions and common sense**

**Use of emotive language**

**Appeal to a sense of responsibility.**