

Name \_\_\_\_\_

Class \_\_\_\_\_

Due date \_\_\_\_\_

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## Language explained

**Persuasive techniques** are used to convince somebody to agree with an opinion or point of view that is different from their own.

Persuasive techniques are used every day. Parents use them when they want their children to get out of bed or clean their rooms; politicians use them when they try to convince us about policy; and the media and internet use them when they try to sell us products.

**upbeat** (adj.) cheerful, hopeful, optimistic

**brutally** (adv.) in a manner which is cruel or harsh

**aggressive** (adj.) forceful behaviour, likely to make an attack

**industry** (n.) sector of the economy (e.g. the finance industry)

There are many persuasive techniques. Here are some of the most common ones.

- **Emotion:** when you are made to feel something about the subject or idea. For example, advertisers may play upbeat music in the background if they want you to feel happy; or in a news article, a journalist trying to convince you of a person's guilt may write 'the victim was brutally murdered' rather than 'the victim died'.
- **Bias:** when you are usually in favour of one side of an argument. For example, the editorial of a conservative newspaper is unlikely to refer to a student rally in positive terms. Bias presents only one side of an argument in order to persuade you.
- **Subtext:** when something is implied and it's left up to the audience to work out what is really meant; that is, 'to read between the lines'. For example, you may believe that a sporting team is favoured by the umpires. In conversation, you discuss a free pass and say, 'they got the free pass but of course they'd get it.' You haven't exactly called them favourites, but you have implied it. This technique is used to convince the audience that something else is going on.
- **Labelling:** when you call something or somebody by a name that already has negative emotions attached to it. By using this name, all the pre-existing negativity is then attached to the person or product you have labelled. For example, when you call someone a clown, you are suggesting that they are always joking around.
- **Jargon:** language relating solely to a particular industry or field, which is difficult for people outside this area to understand. Jargon is often used in technology. It can be an effective persuasive technique as it convinces the reader that you are an expert in the field.

## Language in use

1 Complete these sentences with one of the terms listed above.

- When you already favour one opinion over another then you are \_\_\_\_\_.
- \_\_\_\_\_ is a specialised language that only others you work with, or share an interest with, would understand.
- To \_\_\_\_\_ someone or something means to use a name that already has negative ideas associated with it.
- When you suggest something without actually stating it, then you have suggested that there is a \_\_\_\_\_.
- To make an audience sympathise with you is to use \_\_\_\_\_.

# 17 Persuasive techniques

2 Read the letter to the editor below.

a Annotate the letter, highlighting and explaining the persuasive techniques used.

To the Editor,

It is said that Australian children born today will live shorter lives than their parents. The reason for this is the childhood obesity epidemic in Australia. This new statistic should shock the government into action to ban junk-food advertising during children's television programs. But it hasn't. Why not?

It is about time the government supports parents and not the junk-food industry. The government should be criticising the sophisticated and evil tactics used by the junk-food industry, which cleverly markets its products to children; children who are innocent and unaware of junk-food industry aims, which is to make as much money as possible. Why is the government quiet on this issue?

It is irresponsible to state that what is required is not a ban on junk-food advertising but people taking more control of what they eat. Parents are continuously trying to make the right decisions for their children but find it increasingly difficult. How are parents supposed to compete with a clever, cashed-up, sophisticated and slick junk-food marketing machine?

It is clear from recent surveys done by the Australian Consumers' Association that parents feel junk-food advertisements are undermining their role in guiding children to make healthy food choices. They are simply asking the government to help them in their important role to fight childhood obesity. Parents need government support, not criticism. But why is the government not listening to parents?

It is time the government listened to what parents want and that is a ban on junk-food advertising during children's television programs. Parents know that it is difficult to encourage children to eat healthy food, it is difficult to combat the nagging for that ice-cream and it is *bloody* difficult to say 'no' to that hamburger and toy. Isn't it time to listen?

Write to the Health Minister and your local politician, and demand that they take action now and ban junk-food advertising.

Yours truly,  
Mary Jones

b Did the letter to the editor persuade you? Discuss your reasons with a partner and use examples from the letter to support your opinion.

**obesity** (n.) extreme overweightness, fatness  
**epidemic** (n.) outbreak or spread of a disease  
**criticising** (v.) finding faults with something  
**sophisticated** (adj.) advanced, highly developed  
**cashed-up** (adj.) having plenty of money  
**slick** (adj.) smooth-running, well-organised  
**undermining** (v.) weakening, reducing

# 17 Persuasive techniques

Name \_\_\_\_\_ Class \_\_\_\_\_ Due date \_\_\_\_\_

**3** Identify the persuasive technique used in each sentence.

- a I didn't lose, I was robbed! Robbed, I tell you ... \_\_\_\_\_
- b He's just like a used car salesman. \_\_\_\_\_
- c You'll need an extra 20 gig and a whole new motherboard for it to work. \_\_\_\_\_
- d Jason's my best mate—I know he'd never tell his friends' secrets. \_\_\_\_\_
- e She always gets the highest marks in class but I've never seen her study. \_\_\_\_\_
- f She was always acting like a prima donna. \_\_\_\_\_
- g You'll need to wind back the flux capacitor. \_\_\_\_\_
- h I've been swimming at this beach for 10 years. Of course it's safe! \_\_\_\_\_
- i It was such a momentous occasion that I was bursting with joy. \_\_\_\_\_
- j Without you, I'm not sure I can do it. \_\_\_\_\_

## Spelling practice

**4** Find the meaning of the following words then highlight the ones that could be used to persuade or convince. In your notebook, write persuasive sentences using these words.

- |                 |            |               |            |
|-----------------|------------|---------------|------------|
| exhibition      | millimetre | procession    | subsequent |
| fascinating     | neighbour  | sanction      | tedious    |
| hospitalisation | ourselves  | seizure       | trailing   |
| meander         | preserve   | sophisticated | wastrel    |

## Building on language

**5** Go online, or use a newspaper or magazine, and find a visual advertisement. Look closely at the pictures and answer the following questions.

- a What image has been used to promote the product?  
\_\_\_\_\_
- b Is the image related to the product in any way? Explain.  
\_\_\_\_\_  
\_\_\_\_\_
- c If the image is not related, why do you think the promoters have used it? Is someone or something famous used to help sell the product?  
\_\_\_\_\_  
\_\_\_\_\_
- d Are there any subtle images in the overall image that help to convince you to buy the product? What are they and how do they influence you?  
\_\_\_\_\_  
\_\_\_\_\_

# 17 Persuasive techniques

e What words or phrases are used in the advertisement?

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f Why do you think they have been included? How do they influence you?

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g Are any identifiable persuasive techniques (such as jargon or labelling) used?

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h Overall, does the advertisement work? Is it convincing? Why or why not?

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6 In your notebook, write at least ten ways you could improve the short paragraph below for use in a brochure to increase school enrolments. Once you have done this, mock up a good copy of the advertisement. It cannot be more than fifty words and must include a visual. Think carefully about the words you can use to create the greatest impact.

**rural** (adj.) relating to the countryside  
**prowess** (n.) skill, expertise  
**ATAR** (n.) the Australian Tertiary Admission Rank is the score Year 12 students use to apply to university

Biceptual High is a small, rural school with 80 enrolments. It caters for students from years 7–12. In order to survive, it needs to increase its enrolments by 50 per cent. It has a state-of-the-art computer and robotics program, is well known for its sporting prowess (having won the interschool championships for the past eight years) and 60 per cent of its students consistently achieve an ATAR of 85 or above. What it doesn't have is a well-developed arts program.



Biceptual High: Where Little Kids Become Champions

Name \_\_\_\_\_

Class \_\_\_\_\_

Due date \_\_\_\_\_

## Language explained

Symbols and images are used to represent different ideas. They are widely used in society and we must 'read' them, just like we do a piece of written text. Sometimes, they are self-explanatory; for example, a non-smoking symbol. Sometimes, we need to learn the meaning first; for example, the pink ribbon symbolises support for breast cancer awareness and research.

Visual symbols are used because they are a quick way to deliver important information that can be understood by everyone. This is why symbols are effective as road signs and to identify significant places such as hospitals, veterinary clinics and police stations. Symbols are also found on maps to represent landmarks and features, making map-reading easier.

Just as symbols in society use pictures to convey important information, an idea, feeling or message, **symbols in literature** have the same intent. These symbols are represented through reference to a recurring object, colour, characteristic or event.

*The Hunger Games* series by Suzanne Collins contains many symbols that add depth to the text. Some examples are:

- **The Mockingjay:** although initially a symbol of hope, it comes to represent defiance. The birds are a hybrid of the mockingbird and jabberjay and came about when the Capitol no longer had use for the jabberjay and left them to die. Against all odds, the jabberjay bred with female mockingbirds and continued a hybrid existence, a sign of hope. Katniss is presented with a mockingjay pin, which she takes into the games with her. To the Capitol, this symbol represents defiance and a refusal to die, just as the jabberjays refused to.
- **Katniss' dresses:** The dresses that Cinna designs represent Katniss' 'inner fire' or spirit. The dresses also give Katniss her epithet 'the girl who was on fire', which is how Katniss comes to be generally known.

**defiance** (n.) not being obedient, refusing to follow the rules  
**hybrid** (n.) a combination of two or more things mixed together  
**epithet** (n.) a term used as a descriptive nickname or title for a person

## Language in use

- 1 Here are some common symbols with which you may be familiar. What do they represent?



a \_\_\_\_\_



b \_\_\_\_\_



c \_\_\_\_\_



d \_\_\_\_\_



e \_\_\_\_\_

# 18 Symbolism

2 Draw or sketch the commonly used symbol for each of these landmarks.



a Picnic ground



b Hospital/Doctor



c Fire station

3 The table below lists five *Hunger Games* characters whose names are symbolic of their personality or character. Check the meaning of the name online or in a dictionary then describe some characteristics that you would associate with the name.

**DID YOU KNOW...**

*The Hunger Games* has been translated into 51 languages.

Character and role	Definition	Characteristics
Effie Trinket Escorter of tributes from District 12		
Prim Everdeen Katniss's sister, who is small and gentle		
Venia The person who waxes Katniss before she sees her stylist.		
Rue The female tribute from District 11. She and Katniss become allies.		
Gale Hawthorne Katniss's best friend		

**tribute** (n.) a gift or payment made as an acknowledgment of submission or price for protection, by one nation or group to another  
**demure** (adj.) modest, quiet, shy  
**stylist** (n.) a person who chooses clothes and accessories for others  
**ally** (n.) friendly associate  
**dramatic** (adj.) sudden, considerable, striking effect or appearance

# 18 Symbolism

Name \_\_\_\_\_

Class \_\_\_\_\_

Due date \_\_\_\_\_

**4** Choose two of the symbols from activity 2. Look at them carefully and answer the following questions.

**a** When you first look at the symbols, what is your eye immediately drawn to? Can you explain why?

Symbol 1 \_\_\_\_\_

Symbol 2 \_\_\_\_\_

**b** Why do you believe the symbol has been drawn like this?

Symbol 1 \_\_\_\_\_

Symbol 2 \_\_\_\_\_

**c** Would a colour scheme affect the way you see the symbol? Would it make it more pronounced? Explain.

Symbol 1 \_\_\_\_\_

Symbol 2 \_\_\_\_\_

**d** Do you think the symbol works? Does it do its job? Explain.

Symbol 1 \_\_\_\_\_

Symbol 2 \_\_\_\_\_

## HINT

A colour scheme is a combination of colours that look good together. When you complete activity 4c, think about which specific colours would look good together in the symbol you are studying.

**5** Choose one of the characters from activity 3 and, using the information from the table, write a paragraph describing:

- a** their physical appearance
- b** what type of personality they have
- c** how they might react in an everyday activity (e.g. going shopping, going for a walk).
- d** why the symbolism of their name leads you to believe this.

## HINT

A descriptive paragraph should give lots of detail about the person or thing you are describing. Once you have completed activity 5, swap your work with a partner and read through their paragraph. Make a list of all the things you have learnt from reading their description. Can you suggest any additions to their paragraph? Do they have any suggestions for yours?

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## 18 Symbolism

- 6 Draw a picture of the character you chose for activity 5. Show them carrying out an action you have described in activity 5c.





# 19 Colloquialisms

Name \_\_\_\_\_

Class \_\_\_\_\_

Due date \_\_\_\_\_

## Language explained

**Colloquial language** is informal speech, often referred to as conversational speech or writing. Generally, the language is indicative of the area or region it has come from and often people outside this region cannot understand the meaning of the word or phrase.

An example of this is the different names Australians have for fried potato in batter. In Victoria this is called a potato cake, whereas in New South Wales and Queensland it is known as a potato scallop.

Songs also use colloquialisms. As well as using regional speech, reference is often made to local figures or celebrities that may not be as well known outside their country of origin. Throughout the generations, many Australian songs have used colloquialisms to connect with their audience. The band Men at Work in 'Land Down Under' sang about coming from 'a land down under' and men who 'chunder' (vomit); and Jessica Mauboy tells us she 'don't wanna be rude' and asks if she's 'too hot to touch' in her song 'Can I Get a Moment'.

The use of colloquial language is informal and designed to convey an idea or message with minimal use of words. It's much easier to say that someone is a loudmouth rather than say that they talk too much and do not know when to stop.

## Language in use

1 Find out the meaning of these Australian colloquialisms.

a	furphy	
b	fair dinkum	
c	galah	
d	crackerjack	
e	bull's roar	
f	Buckley's	
g	strewth	
h	stone the crows	
i	snag	
j	bushman's clock	
k	cark it	
l	dag	

# 19 Colloquialisms

- 2 Create a list of ten colloquialisms that you use with your family and friends and write their common name or meaning. A couple of examples have been given to get you started.

Colloquialism	Common name/understanding
<i>take a gander</i>	<i>take a look</i>
<i>back of Bourke</i>	<i>remote inland Australia</i>

**HINT**  
Are you having trouble brainstorming your own colloquialisms for activity 2? Why don't you watch an Australian TV sitcom and listen for any colloquialisms. When you hear them, you can add them to your list.

- 3 Highlight the colloquialisms in the paragraph below then rewrite it, replacing the colloquialisms with standard English.

What were they thinkin'? I had asked 'em to come to my Nan's for a cuppa and her yummiest bickies. You'd think they'd at least make an effort. Mel had on the grottiest trackie daks and ugliest cardie, while Chris's tee and boardies looked like op-shop rejects. Mel then kept her sunnies on inside the whole time and Chris tripped up on the step; he is so unco.

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# 19 Colloquialisms

Name \_\_\_\_\_

Class \_\_\_\_\_

Due date \_\_\_\_\_

## Spelling practice

- 4 Find the meanings of the following words to improve your spelling and writing, then create three of your own colloquialisms using this spelling list as a bank of words.

apprenticeship	lurk	preview	their
bearing	manifesto	privilege	there
correspondence	mysterious	reconnoitre	they're
engagement	passion	sequel	visionary
fortification	plague	tantalised	voluntary

## Building on language

Not technically colloquialisms, **text speak** (or **txtspk**) and **netspeak** are the terms for abbreviations of commonly used words or phrases. Text speak evolved through internet communication and mobile phone text messaging. It allows for faster and easier communication between users. Text speak abbreviations are quickly becoming a language on their own. Most abbreviations are general, for example:

<b>2moro</b>	tomorrow
<b>cu</b>	see you
<b>BTW</b>	by the way
<b>GR8</b>	great

### WRITER'S TOOLBOX

Text speak can be used when communicating with friends and it is very informal language. It should not be used in formal situations, such as writing letters, application forms or school assessment tasks.

- 5 What do the following abbreviations mean? Add your own abbreviations to this list.

	Abbreviation	Meaning
a	b4	
b	lol	
c	btw	
d	brb	
e	atm	
f	asap	
g	t2yl	
h	MOOC	
i	rofl	

