

Persuasive Language

Now, form small groups and go back and watch the videos from Step 1 again. This time, focus on persuasion in general. What techniques are used to persuade the audience? Note that each video may not have incorporated all of the techniques listed below. If you find the language pieces difficult, you may want to visit

<http://changingminds.org/techniques/language/persuasive/persuasive.htm> for help.

Your group must complete the charts below. Everyone should discuss each point and agree on them together. Do not just divide certain sections up amongst yourselves. Each person works on each part of the graphs.

Persuasive technique	Video 1	Video 2	Linguistic structures used (verb tense, etc)
Word choice: How are young people described in each video?			
Expert opinion: What did the experts say?			
Hypothetical situations: What hypothetical are used to persuade?			
Treatment of opposing opinions: Are counterpoints mentioned? How are they discredited?			
Results: What are the results of the decisions made?			
Language: Experiential (talking about experience)			
Language: Object focus rather than subject focus			
Language: Perceptual focus			



(what is perceived rather than what can be substantiated by fact)			
Language: Possibility focus			
Language: Superiority words			
Language: Trivializing words			

Now, summarize the techniques above by organizing them by what sensibilities of the audience they appeal to.

Logos Dealing with logic or reason	Pathos Dealing with emotion	Ethos Dealing with credibility/character

