

Language Analysis-

When you are analysing your articles, do not fall into the trap of just listing persuasive techniques used by the author. You need to explore the language used by the author and how they position their readers to their point of view. This means exploring all of their language- at the word level, the sentence and paragraph level and the whole text level. This includes the tone, the techniques, the structure and sequence used by the author.

The key to your analysis is to write about *what the author has done*, then provide the *example from the text* and *describe the effect on the reader* (how has the reader been positioned by the author?)

You should attempt to refer to what the author has done (including the use of techniques) as a verb rather than a noun. For example-

Don't say- The author uses an appeal to traditional values.....

Instead say- the author appeals to the readers sense of tradition by.....

TECHNIQUE/STRATEGY The writer ...	EXAMPLE When s/he writes	EFFECT Which has the effect of...
EG; Establishes validity of viewpoint	<i>"I have lived here all my life"</i>	Encourages reader to regard his view as valid & worth of consideration
EG: The author appeals to the readers sense of nostalgia	<i>"In all these years...many pleasant hours..."</i>	Reminds reader of simple pleasures of life.
EG: Mounts a scathing attack on an identifiable group	<i>"Selfish, careless, unthinking parasites"</i>	Diminishes any consideration reader might have for other side of argument, gains our sympathy, alignment.
Poses a rhetorical question	<i>"Why should we be disadvantaged by the actions of others?"</i>	Serves to align the reader with the writer's point of view
Appeals to our patriotism, nationalism	<i>"This is an un-Australian, unacceptable thing to do"</i>	Serves to make reader agree with writer through implied sense of shared value system, shared national understanding
Call to arms	<i>"It's time ..., we must stand together"</i>	Designed to get reader to align himself, get involved; feel proactive in effecting positive or necessary change.

Proposes a solution	<i>'There is an obvious solution to this'</i>	Presents the writer as willing to engage in proactive solution seeking rather than passive objections to other's proposal.
Empathises or flatters or includes the readers in the argument	Use of <i>"We"</i> , <i>"Us"</i>	Flatters reader into agreeing with writer's stance. Inclusive technique.

Various Common Techniques

TECHNIQUE	EXAMPLE	EFFECT
Anecdotal evidence (the writer anecdotally recounts a story.....)	<i>"I've been there.."</i>	Gives writer credibility
Simplifying the Issue (the author simplifies the argument by.....)	<i>"It all boils down to...", "really, it's simply a matter of..."</i>	Brings down to level of audience. Audience more likely to be persuaded if they are not confronted by complex, difficult arguments.
Statistics, Expert Opinion (the author provides factual support through.....)	<i>"Studies show", "Research indicated..."</i>	Designed to reinforce argument, give authority & credibility to argument
Jargon (language specific to a particular discipline, e.g., legal jargon, medical jargon, technological jargon)	<i>"Any computer expert would understand the ramifications of bytes, CD-ROM & interactive programming"</i>	Serves to portray writer as intelligent, sophisticated & knowledgeable in the particular field
Colloquialism (slang)	<i>"I'd rather hang out with my mates.."</i>	Serves to lighten tone, bring about audience identification. Writer is seen as approachable, 'one of us'.
Repetition (the author repeats)	<i>"Never had I felt so alone...never had I felt such despair...never would I forget..."</i>	Serves to reinforce point, stress its importance & impact.
Value System/Ideology	<i>"Clearly this is</i>	Sets up writer as ethically,

	<i>unacceptable behaviour", 'This is abhorrent & discriminatory...'</i>	morally aware, thus trying to get audience to align themselves with own viewpoint.
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