

# Persuasion

## Persuasion Styles Matrix

		Decision style	
		Thinking	Feeling
Approach	Positive	Reason	Affection
	Negative	Deception	Aggression

1. **Negative Feeling:** Aggression  
“Do as I say or I will harm you.”
2. **Negative Thinking:** Deception  
“Believe me (do not challenge me)”
3. **Positive Feeling:** Affection  
“Help me now, my friend, and I will help you in return.”
4. **Positive Thinking:** Reason  
Crafting reasonable arguments

## Persuasion Techniques

1. Adjective – Describing words, often used to make the reader feel a particular way about an issue.
2. Appeals – Writers often appeal to different emotions, such as a reader’s sense of fairness, justice or patriotism.
3. Everyday language – Writers will often use everyday language, sometimes called colloquial language, to make themselves seem down-to-earth.
4. Clichés – An overused expression. Although they should be avoided, clichés give writers an opportunity to express an idea to their readers quickly.
5. Exaggeration – Writers often exaggerate or overstate something to help persuade readers of their point of view.
6. Evidence – Writers will often use evidence (which might take the form of facts, figures, quotes or graphs) to help support their argument.
7. Expert Opinion – Sometimes writers will use the opinion of experts to give further weight to their argument.
8. Repetition – the repetition of words, phrases and ideas can be used to reinforce an argument and drive home the message to a reader.

## Analyzing Persuasion

1. Identifying the Contention (contention = point of view or opinion)
  - a. What does the writer believe?
2. Identifying Tone
  - a. Logical – rational, reasonable, analytical
  - b. Neutral – impartial, balanced, objective, unbiased
  - c. Informed – knowledgeable, well-read
  - d. Passionate – emotional, emotive, ardent, vehement.
  - e. Witty – humorous, satirical, lighthearted