



The power of persuasion

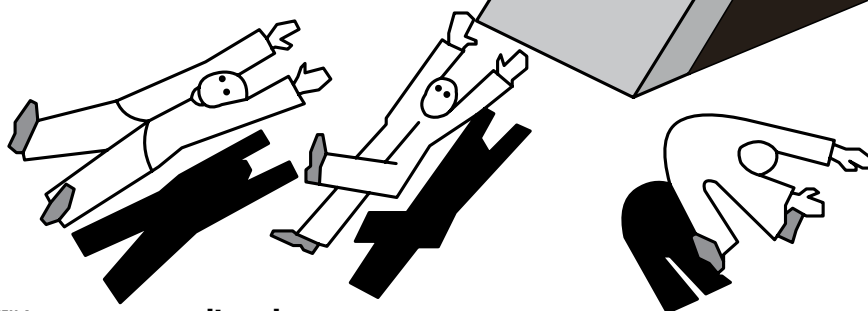
Learn to recognize rhetorical devices for powerful reading and writing.

Turn on the telly and within about 30 seconds somebody somewhere will have tried to persuade you to think, feel or do something. You know this, so you're probably well in tune with the language of power, influence and persuasion already, but being able to describe it accurately and precisely will help you move towards a top grade answer. There's also the added bonus that knowing the tricks of the trade can add polish to your persuasive writing.

Imagine that your persuasive text is a giant magnet. The more powerful the devices used, the more strongly it pulls readers towards it. If the magnet is strong enough, the reader "sticks"; doing, thinking or feeling whatever the writer wants them to. As with a magnet, the ends can be positive or negative. The writer could be trying to persuade you to donate money to a disaster relief charity or they could be trying to persuade you to join a racist organisation.

Positive or negative, serious or joking, formal or informal, here are some of the mind-magnets persuasive writers use...

- EXAGGERATE FOR EFFECT
- ASK RHETORICAL QUESTIONS
- REPEAT KEY PHRASES
- CAST A SPELL WITH THE RULE OF THREE
- SET IMAGINATIONS OFF WITH SIMILES
- INTRIGUE WITH METAPHORS
- DAZZLE WITH IMAGERY
- PUNCH WITH SHORT SENTENCES
- DIVIDE AND RULE WITH CONTRASTS AND OPPOSITES
- ADDRESS THE AUDIENCE
- BE UPFRONT WITH RAPID-READ LISTS
- STIR THEM UP WITH EMOTIVE LANGUAGE
- MAKE IT VISIBLE WITH GREAT DESCRIPTION
- WARM IT UP WITH HUMOUR
- CONTROL IT WITH CONNECTIVES



How to "hear" tone in written language.