



PERSUASIVE WRITING DEVICES

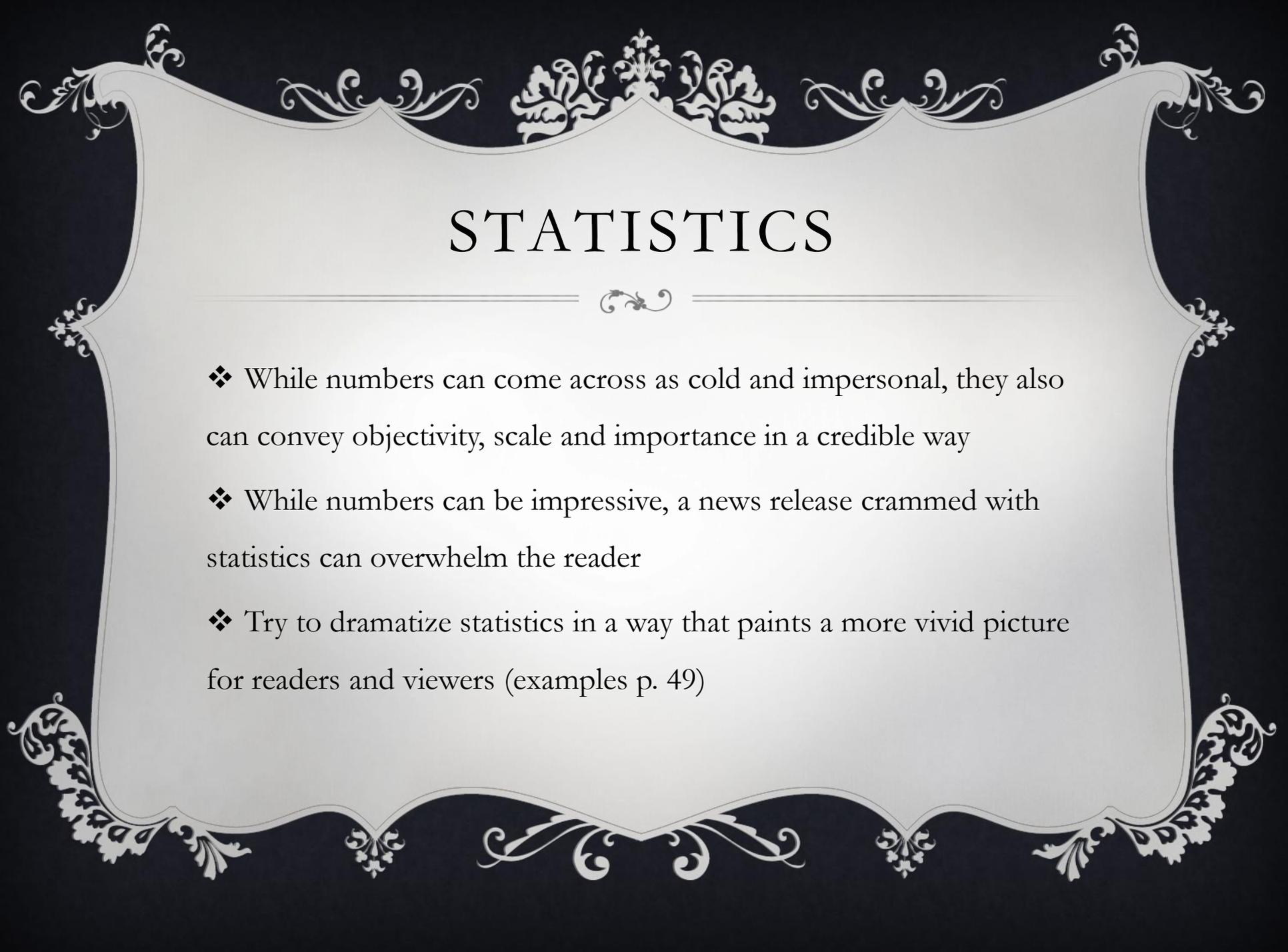
From Chapter 2

“Becoming a Persuasive Writer”



DRAMA

- ❖ Everyone likes a good story
- ❖ Think human interest and personalizing by featuring individuals who are being impacted/helped by a decision, change or development
- ❖ The news media also like to personalize stories from the point of view of those affected

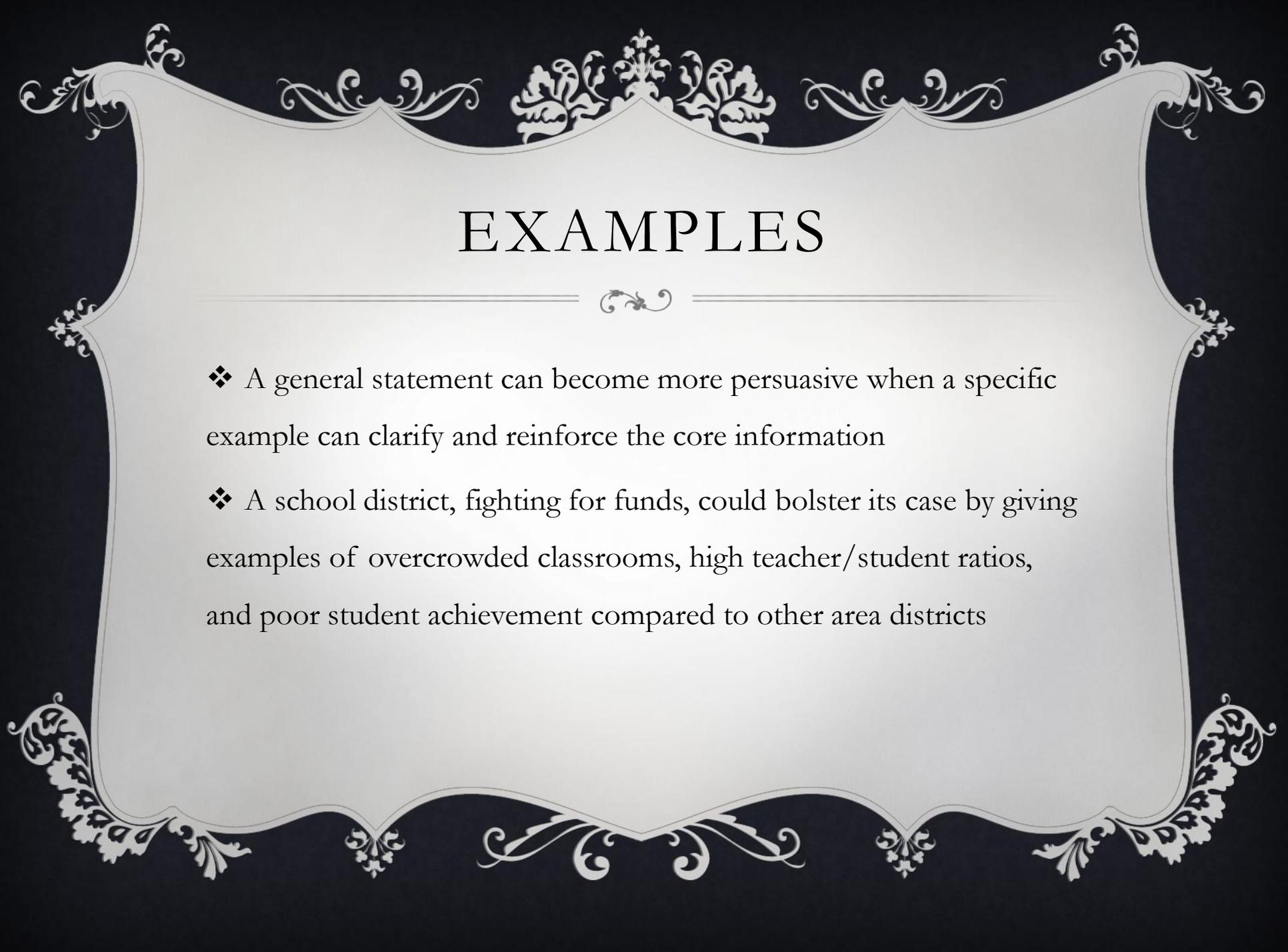


STATISTICS

- ❖ While numbers can come across as cold and impersonal, they also can convey objectivity, scale and importance in a credible way
- ❖ While numbers can be impressive, a news release crammed with statistics can overwhelm the reader
- ❖ Try to dramatize statistics in a way that paints a more vivid picture for readers and viewers (examples p. 49)

SURVEYS AND POLLS

- ❖ Related to the “bandwagon” persuasion technique
- ❖ The idea is to show overwhelming support for a particular idea or product by showing a high level of support (“four out of five doctors recommend...” or “65 percent of voters support...”)
- ❖ Polls and surveys can help an organization attract media coverage and attention

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EXAMPLES

- ❖ A general statement can become more persuasive when a specific example can clarify and reinforce the core information
- ❖ A school district, fighting for funds, could bolster its case by giving examples of overcrowded classrooms, high teacher/student ratios, and poor student achievement compared to other area districts



TESTIMONIALS

- ❖ This is when someone speaks out who has directly benefitted from using a product, program or service
- ❖ A university might use favorable quotes from outstanding alumni about the value and benefits of their education
- ❖ A celebrity on a TV talk show might say that a particular drug helped her cope with severe migraine headaches

ENDORSEMENTS

- ❖ Different than a testimonial in that there may be no direct connection (such as our school graduate testimonial)
- ❖ This is often called a third-party endorsement
- ❖ Such an endorsement can give credibility because of its objectivity and expertise of the endorser
- ❖ The media can be such an endorser too when giving favorable editorials, product reviews, surveys and news coverage/stories



EMOTIONAL APPEAL

- ❖ Persuasive messages often play on our emotions
- ❖ Fundraising letters and videos from nonprofit groups often using emotional appeals as a writing device
- ❖ Think children in Africa and animal cruelty appeals
- ❖ Psychologists say the most effective emotional appeal is one coupled with facts and figures