



PERSUASIVE TEXTS

PERSUASIVE TECHNIQUES – A SPEECH

Below is an example of a persuasive text (speech). Examples of common persuasive techniques are highlighted and explained.

Read the text, taking note of how the writer has used these techniques.

introduction includes greeting of dignitaries in order of position, then the general audience

first-person, present tense mode of presentation helps generate empathy

specific reference to this context adds a sense of purpose

second-person mode of presentation is used to address the audience

contrast and irony create a role reversal technique to illustrate a point

How we can prevent cyber-bullying?

Good afternoon Ms President, Parents and Citizens Association members, ladies and gentlemen. My name is Lakshmi Rajneesh, and I am a Year 7 student here at Mount Verdant High School. Today I will be addressing the issue of how we can implement some simple strategies to help prevent cyber-bullying.

Cyber-bullying is an ever-increasing problem faced by many people in Australia today. My research shows that 75 per cent of Year 7 students across Australia have been targeted by cyber-bullies. Fortunately, there are a number of strategies we can use to ensure that cyber-bullies don't succeed in their efforts in this school. I'd now like to share some of those ideas with you, so that your families and friends can help prevent this problem.

To disarm cyber-bullies, make sure you don't give them any ammunition against you or your friends. This means that you should never write, send or publish anything that could be used as a weapon to embarrass, threaten or discredit you. This includes written messages, photos, video and audio recordings. A simple rule to remember is not to say or share anything about other people that you wouldn't be prepared to say to them or show them in person. Better still, if you make a comment about someone else, try to make sure that it is positive. It's never a good idea to bad-mouth others.

Another simple strategy is to ensure that you never send mean, threatening, angry, abusive or obscene messages to anyone. It is all too easy to fight back with the same weapons used against you – but all this does is turn you into the bully. Don't play into the real bullies' hands by letting your anger get the better of you.

introduction includes the speaker's name

introduction includes a summary of the issue

statistics add a sense of authority and official truth

the word *share* implies a joint effort, which helps get the audience on side

the imperative (active) voice adds immediacy and makes the speech more concise

emotive and descriptive terms make such behaviour seem undesirable and ugly



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PERSUASIVE TECHNIQUES – A SPEECH, CONT.

key points may be referred to by number (*first, second...*) to help organise the ideas more clearly

imperative statement

a powerful ending statement that is simply worded, yet memorable

A third idea that has proven very successful in our class is to inform authorities about cyber-bullying as soon as it happens. If you or a person you know is being bullied online, **tell someone about it. Only a coward wouldn't take this critical step.** A bully's power is undermined when their secret activities are exposed for everyone to see. This also shows them that you cannot be intimidated into keeping quiet. There are many people out there who can help, including your parents, teachers, friends and the families of the bullies themselves.

Fighting cyber-bullies can also occur at home. Some simple rules can be put into place within your own families. Parents' expectations about their kids' online behaviour should be made clear before Internet access is provided at home. Parents can place computers in less private areas of the house, so they can monitor any online interactions from a respectful distance.

It's important to consider that cyber-bullies aren't all that different from old-fashioned bullies. Many are crying out for attention and care. So we must offer them help, care and concern. A bully may be facing emotional problems that cause this behaviour. **Speaking out about cyber-bullying can assist the bullies themselves, not just their victims.**

Although cyber-bullying has been made possible through hi-tech telecommunications machinery, it can really only be prevented by people. Good friendships, genuine care for others and open communication are our best defences.

Thank you for your attention.

anecdotal (personally experienced) evidence is presented to help justify the validity of this strategy

a value-laden judgment designed to evoke an emotional response and provoke action

the key point about informing is recalled later in the speech to help reinforce the ideas

concluding statement summarises and reinforces the point of view being presented using contrast