

LESSON 2

Persuasive Techniques

Objectives:

By the end of the lesson, the student will:

- compose a reflection on one of the ads they looked at
- identification of persuasive techniques.
- formulate opinions in response to a text

Standards and Expectations:

Reading

11. R.8 Delineate and evaluate the argument and specific claims in a text, assessing whether the reasoning is valid, and the evidence is relevant and sufficient; identify false statements and fallacious reasoning and generalizations. This includes, but is not limited to, narrative, persuasive, and descriptive writing and knowledge of their qualities.

Writing

11.W.1a Express, clarify, and defend viewpoints and opinions, be able to soften statements or justify arguments with support of the thesis statement and claims.

Language

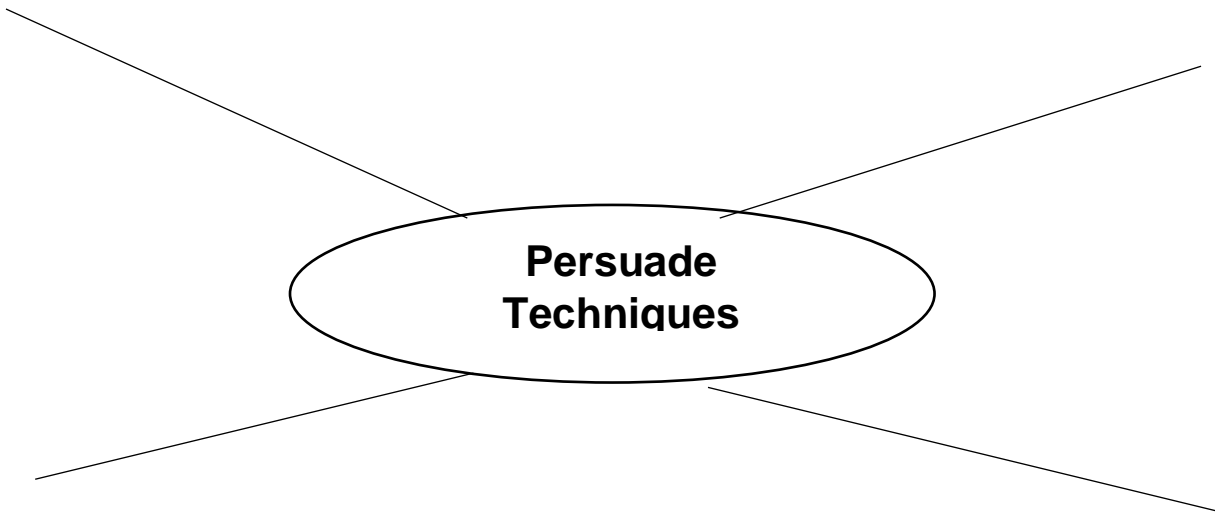
11. LA.3 Apply knowledge of language to understand how language functions in different contexts, to make effective choices for meaning or style, and to comprehend more fully when reading or listening.

Introduction

Today we will begin learning about the *Elements of Persuasion*. But first we're going to study the **persuasive techniques**. "Persuasion is about convincing the reader or listener to think or act in a certain way." What is persuasion? Persuasion is an act or process of presenting arguments to move, motivate, or change your audience.

Preview Activity

What are persuasive techniques?



What does it mean to persuade someone? List several methods.

1. _____
2. _____
3. _____
4. _____

Build background

Perhaps the first step to understanding persuasion is to recognize the role it plays in our everyday lives. Advertisers attempt to persuade consumers each day using a variety of techniques known as emotional appeals. Review the following information about persuasive techniques.

PERSUASION IS ALL AROUND YOU!



The collage features several items: a 'BFF Best Friends Forever' sticker with a rainbow background and stars; a laptop computer; an iPhone with various app icons; a silhouette of a family (two adults and a child) walking; and a logo for 'MAGAZINES The Power of Print' with the word 'MAGAZINES' in a stylized font.

Modified from
www.teach.clarkschools.net/.../persuasion/CommonPersuasiveTechniques

WHAT ARE PERSUASIVE TECHNIQUES?

Persuasive techniques are ways of adding to the appeal of information presented to support a persuasive argument.

Advertisers aim to persuade an audience to buy a product, support a cause, or view an organization in a certain way.

Now let's ask ourselves Think about advertising you have recently heard, read, or have seen. Reflect about these advertisements that have stuck in your mind. What made these advertisements memorable?

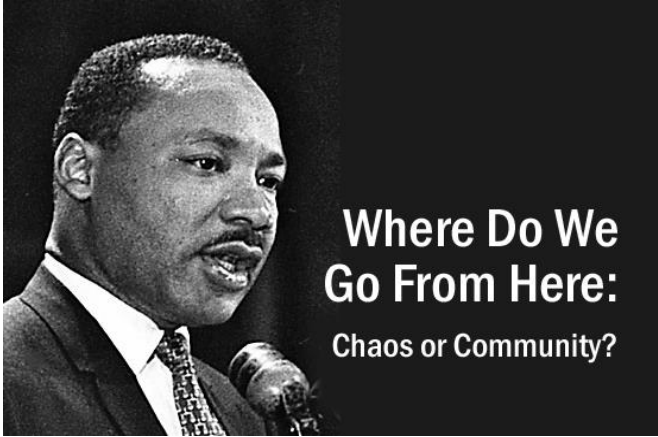
Persuasive Technique	How it is used?	Intended effect
Bandwagon	Uses the argument that a person should believe or do something because “everybody else” does	<ul style="list-style-type: none"> + Audience buy the product because they want to fit in. + Audience assume that if others buy it, the product must be good
Bait and switch	Dishonest tactic in which a salesperson lures customer into a store with the promise of a bargain	<ul style="list-style-type: none"> + Audience are persuaded to buy a more expensive item.
Celebrity spokesperson	Uses a celebrity or famous person to endorse a product	<ul style="list-style-type: none"> + Audience transfer admiration or respect for the celebrity to the product
Emotional Appeals	Make viewers feel certain emotions, such as excitement, sadness, or fear	<ul style="list-style-type: none"> + Viewers transfers that feeling to the product
Glittering Generalities	Emphasizes highly valued beliefs, such as patriotism, peace, or freedom.	<ul style="list-style-type: none"> + Viewers accept this information, often without enough real evidence to support the claim.
Loaded Language	Uses words with positive or negative connotations to describe a product or	<ul style="list-style-type: none"> + The words appeal to consumers’ emotions, rather than their reason.

	that of the competitor— such as purr, snarl, or weasel words	✚ Purr words, such as “fresh” or “juicy,” make a product seem more desirable
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Now let's look at the following pictures of ads; explain what the ad was attempting to get the viewer to do. How effective was the technique(s)? What was the ad's strength or weakness?



1.



2.

A large blue rounded rectangular box containing seven horizontal lines for writing.



3.

Reading Comprehension Assessment

Directions: Read the passage. Then answer the questions below.

Title: Tools of Persuasion

- (1) Persuasion is the art of convincing someone to agree with your point of view. According to the ancient Greek philosopher Aristotle, there are three basic tools of persuasion: ethos, pathos, and logos.

- (2) Ethos is a speaker's way of convincing the audience that she is a credible source. An audience will consider a speaker credible if she seems trustworthy, reliable, and sincere. This can be done in many ways. For example, a speaker can develop ethos by explaining how much experience or education she has in the field. After all, you would be more likely to listen to advice about how to take care of your teeth from a dentist than a firefighter. A speaker can also create ethos by convincing the audience that she is a good person who has their best interests at heart. If an audience cannot trust you, you will not be able to persuade them.

- (3) Pathos is a speaker's way of connecting with an audience's emotions. For example, a speaker who is trying to convince an audience to vote for him might say that he alone can save the country from a terrible war. These words are intended to fill the audience with fear, thus making them want to vote for him. Similarly, a charity organization that helps animals might show an audience pictures of injured dogs and cats. These images are intended to fill the viewers with pity. If the audience feels bad for the animals, they will be more likely to donate money.

- (4) Logos is the use of facts, information, statistics, or other evidence to make your argument more convincing. An audience will be more likely to believe you if you have data to back up your claims. For example, a commercial for soap might tell you that laboratory tests have shown that their soap kills all

7,000,000 of the bacteria living on your hands right now. This piece of information might make you more likely to buy their brand of soap. Presenting this evidence is much more convincing than simply saying “our soap is the best!” Use of logos can also increase a speaker’s ethos; the more facts a speaker includes in his argument, the more likely you are to think that he is educated and trustworthy.

- (5) Although ethos, pathos, and logos all have their strengths, they are often most effective when they are used together. Indeed, most speakers use a combination of ethos, pathos, and logos to persuade their audiences. The next time you listen to a speech, watch a commercial, or listen to a friend try to convince you to lend him some money, be on the lookout for these ancient Greek tools of persuasion.

1. As used in paragraph 2, what is the best antonym for credible?
 - a. unintelligent
 - b. boring
 - c. dishonest
 - d. amazing

2. Amy is trying to convince her mother to buy her a pair of \$200 shoes. She says: “Mom, the shoes I have are really old and ugly. If I don’t get these new shoes, everyone at school is going to laugh at me. I will be so embarrassed that I will want to die.” What form of persuasion is Amy using here?
 - a. pathos
 - b. ethos
 - c. logos
 - d. a combination of ethos, pathos, and logos

3. According to the passage, logos can build ethos because

- a. an audience is more easily convinced by facts and information than simple appeals to emotions like pity or fear
 - b. an audience is more likely to trust a speaker who uses evidence to support his argument
 - c. a speaker who overuses pathos might make an audience too emotional; audiences who are too frightened or too sad are unlikely to be persuaded
 - d. a speaker can use misleading or false information to make his argument seem more convincing
4. Gareth is running for mayor. He tells his audience: “Under our current mayor, there have been 15,000 new cases of unemployment. If he stays in office, who knows how many more people will lose their jobs? The number could go up even higher. When I was the CEO of Magnatech, I helped to create over 1,000 new jobs. I can do the same thing for this city if you vote for me.” Which form of persuasion is Gareth using here? I. pathos II. logos III. ethos
- a. I only
 - b. I and II only
 - c. II and III only
 - d. I, II, and III
5. According to the passage, the most effective tool of persuasion is
- a. ethos, because you cannot persuade an audience that does not trust you
 - b. logos, because it can also be used to build ethos
 - c. a combination of ethos, pathos, and logos
 - d. pathos, because human beings are most easily persuaded by emotion
6. Imagine you wanted to convince an uninformed person to take a political position that is the same as yours. What issue would you try to talk to this person about?

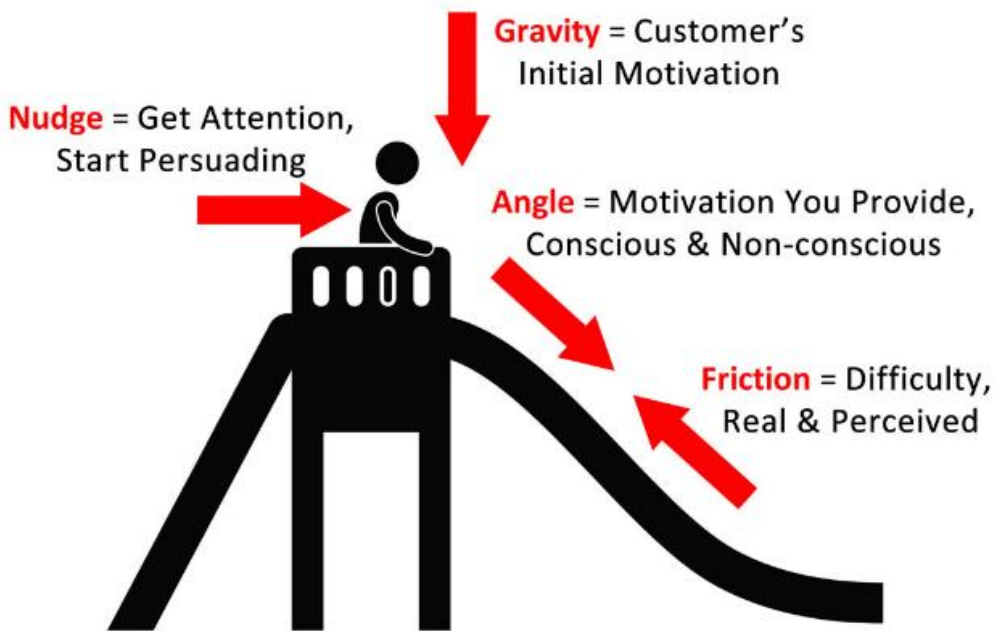
How would you include ethos, pathos, and logos in your persuasion? Make your case below.

Language

Have you ever wondered what makes you say yes to certain people more willingly than others? Scientists say there's a science behind the art of persuasion that makes people bend more easily to certain approaches. Renowned Professor Dr. Robert Cialdini came up with the 6 elements of persuasion he believes is behind human behavior.

These elements are used by marketers all over the world to direct consumer behaviours and influence the public's interest. They are also used by politicians, salespeople, and people from different fields, all with varying degrees of success. If you want to have more convincing arguments, whether personal or in business, you need to understand these persuasive principles fully and master them.

The Persuasion Slide™



NeuroscienceMarketing.com

The six elements are:

- Reciprocity
- Scarcity
- Authority
- Consistency
- Liking
- Consensus

Let's look the closely at the following images:

THE SCIENCE OF

PERSUASION

Everyone is being sold to on a daily basis – at the grocery store checkout line, through ads on the radio, television, and in magazines. What many people do not realize is that the process of selling – whether a product or a concept – is deeply rooted in an understanding of human psychology. Much research done in the past century points to one truth: there is a science to persuasion, and there are six primary motivators that are key to convincing people.

RECIPROCATATION

Essentially, people repay a kindness with a kindness. If someone gives you something, you feel inclined to return the gesture. This is why free samples can be so successful. The rule of reciprocity extends past gifts and favors and applies to concessions that are made.



SOCIAL VALIDATION

A 1960'S STANLEY MILGRAM EXPERIMENT: 1 MAN ON A BUSY STREET IN NYC STARES UP INTO THE SKY FOR 60 SECONDS

APPLAUSE

MAN LOOKS UP

2 MEN LOOK UP

3 MEN LOOK UP

4 MEN LOOK UP

5 MEN LOOK UP

6 MEN LOOK UP

7 MEN LOOK UP

8 MEN LOOK UP

4%

OF PASSERSBY LOOK UP

18%

OF PASSERSBY LOOK UP

40%

OF PASSERSBY LOOK UP

The laugh track revolutionized sitcom television because it did something that was desperately needed – it told people when to laugh. We are social creatures, and we like to look at what others are doing in order to help inform and validate our decisions.

CONSISTENCY

People don't like to look bad, but others perceive them in that way if their behavior is not consistent. Finding ways for people to publicly commit to something is a great tactic as people are more likely to align with their previous commitments to avoid embarrassment.



Joseph Schwarzwald conducted a fund raiser for the handicapped

STATE YOUR SUPPORT

2 weeks prior to the fund raiser he had people sign a petition stating their support

PUBLIC SIGN-UP

100%

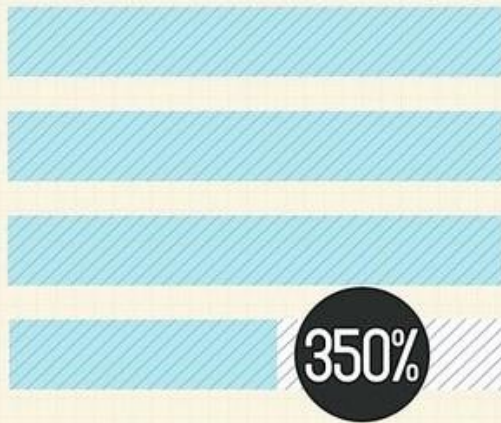
...Increasing the monetary contributions 100% due to prior commitment



AUTHORITY



IN A UNIVERSITY OF TEXAS AUSTIN STUDY, SIMPLY BY WEARING A SUIT AND TIE, A MAN INCREASED THE NUMBER OF PEOPLE WHO FOLLOWED HIM ACROSS THE STREET AT A RED LIGHT BY 350%.



People trust those who have credentials that merit trust. This is why sales people always mention various awards that their company or product has won, as people are more inclined to trust an expert in their field.

LIKING

This principle is as extremely simple as it sounds: People prefer to say yes to those they like. There are three primary avenues that help the persuader to build fondness in the listener's heart.

COMPLIMENTS

YOU LOOK LOVELY!

Find something nice to say! A study at UNC, Chapel Hill found that both true and untrue compliments produce the same amount of liking.

COOPERATION



It's a good feeling when a salesperson is meeting you halfway. It makes you feel like you have some control in the situation.

SIMILARITY



You love golf? I love golf! Just as similarity is a factor when choosing a friend or companion, it is equally a factor when choosing whom to do business with.

SCARCITY

LIMITED QUANTITY

ONLY 20 LEFT!

Showing quantity left is a time-sensitive technique that pressures people to buy the product before it's too late.

LIMITED TIME OFFER

By placing a timestamp on a special deal, customers are more inclined to buy before they lose the offer.

AUCTION TODAY!

Creating Competition will rise up price and profit.

Items and opportunities always become more desirable as they become less available. This is why limited edition products sell faster, despite being at a higher price. People are enamored with the notion of having something most people cannot have.



Sources: <http://socialcommercetoday.com/downloads/CialdiniSciAmerican.pdf>
<http://uspace.shelf.ac.uk/servlet/JiveServlet/previewBody/61756-102-1-117566/HarnessingTheScienceofPersuasion.pdf>
<http://www.smallbizviewpoints.com/2012/04/14/use-scarcity-tactics-to-increase-sales/>
http://tippingresearch.com/uploads/Candy_Manuscript.pdf

Now, let's do a practice exercise. For each of the following situations, write your own sentence(s) using persuasive language techniques. Use a different technique for each sentence, and identify the techniques you use:

1. You are trying to convince your friend to join you doing community service hours.

Technique(s) used: _____

2. A woman trying to convince her husband to stop eating fast food.

Technique(s) used: _____

3. A 12-year-old girl trying to convince her mother to homeschool her.

Technique(s) used: _____

REFERENCES

Boyland, E. J., Harrold, J. A., Kirkham, T. C., & Halford, J. C. (2012). Persuasive techniques used in television advertisements to market foods to UK children. *Appetite*, 58(2), 658-664.

Cialdini, R. B. (2007). *Influence: The psychology of persuasion: Robert B. Cialdini*. New York: Collins.

The 3 point Rubric is longer because it describes the ways in which students can elaborate their answers to obtain a complete score, partial scores (2 and 1) or no points. The 3 point answer are associated with writing indicators which evaluate: supporting opinions, persuading others, providing textual evidence, or describing specific scenario. In addition, students will receive points if they organize ideas correctly and show mastery of vocabulary, grammar and the mechanics of writing.

Scoring Rubric	
Rubric	Description
3	<ul style="list-style-type: none">• Writing addresses the scenario/information in the prompt and picture and fulfills the required task.• Writing effectively conveys intended meaning, and the vocabulary, grammar structures, and mechanics do not interfere with reader's comprehension.
2	<ul style="list-style-type: none">• The writing partially addresses the scenario/information in the prompt and picture and somewhat fulfills the required task.• Writing somewhat effectively conveys intended meaning, and vocabulary, grammar structures, and mechanics only rarely interfere with reader's comprehension.
1	<ul style="list-style-type: none">• Writing only addresses small portion of the scenario/information in the prompt or picture but does not fulfill the required task.• Writing is barely comprehensible, may be just a list of words or phrases loosely related to the prompt or picture, and the grammar structures and mechanics seriously interfere with reader's comprehension.
0	<ul style="list-style-type: none">• The writing is incomprehensible and/or unrelated to the prompt in any way.• Writing may include one or two words or phrases that are not related to the prompt or picture.• No response is given.

Writing Open-Ended Item-3 Points