**Persuasive devices used in feature articles:**

* Strongly emotive words like ‘evil’, ‘horrendous’, ‘disgusting’, ‘triumph’
* Appeal to your emotions by playing on your feelings, desires, needs, prejudices
* **Appeal to a sense of justice** – an appeal that we all have a right to be treated fairly
* **Appeal to our sense of security** – an appeal that we all have a right to be safe and free from unexpected attack. eg. Australia is now within reach of the long arms of terrorists and rogue states.
* **Appeals to being modern and up to date** – technology, clothing, language, homewares, design.
* **Appeal to traditional family values** eg. Children need to have a father and a mother, not a father and a father.
* **Appeal to fear** – especially the fear of the extreme. Politicians do this when they are trying to make us agree to action in a time of crisis eg. Weapons of mass destructions.
* **Appeal to a fear of change** – most of us prefer not to have to change. We like to stay within our comfort zone and dislike changes to our comfort, safety and routine.
* **Appeal to freedom** – we like to think that we have a free will and true democratic choice, and we feel indignant if these are threatened.
* **Appeal to group loyalty** – you can ask groups to stick together and judge others who are different eg. The ongoing debate about working mothers versus stay-at-home mothers
* **Appeal to the hip-pocket** – we hate to feel ripped off or overcharged. This has been the major argument against the carbon tax.
* **Appeal to patriotism** – devotion to the nation – use of symbols of the nation such as flag, iconic animals, representative colours, national heroes such as Anzacs
* **Appeal to tradition and custom** – eg. retaining the Queen as head of state. The traditional celebrations such as Christmas and Easter.
* **Appeal to the value of technology** – eg. Teenagers today… When I was a child…
* Include you in their approach – we, us vs they eg. We all should do our bit to keep our town clean and litter free.
* Use a strong tone to engage you – the tone suggests the writer’s attitude to the topic.
* Accusing
* Aggressive
* Alarmist
* Bemused
* Bitted
* Cynical
* Sympathetic etc
* Use overstatement and exaggeration / hyperbole. Eg. Every day millions of people are brainwashed by the lies spread through the media.
* Tell a brief story or anecdote to engage our interest
* Attack a person, idea or situation
* Undermining / belittling / insulting / dismissing
* Eg. Ned Kelly was a terrorist who killed policemen. Anyone who sympathises with Kelly is sanctioning theft, thuggery and murder.
* Use rhetorical questions
* Use ridicule and irony
* Use generalisations
* A generalisation is a sweeping statement that claims something is true for most or all people because it is true in one case. Eg. The youth of today are lazy, irresponsible and selfish. All cities are unsafe.
* Use experts, statistics, reports, graphs
* Repeat letters, words, phrases for emphasis
* Alliteration – repeated sound at beginning of words eg dirty deeds done dirt cheap
* Sex sells – advertising is sleazy, sexist and stereotypes women
* Repeated words / phrases – There is not enough funding for education, not enough money spent on health and not enough done for unemployment.
* Use of clichés – a cliché is an overused expression that brings with it certain cultural and societal understandings
* Use metaphors
* A metaphor is a comparison between two disparate things – saying one is the other. Eg. Without proper resources and funding, people suffering from mental illnesses are drowning in a sea of misery and neglect.