

RESOURCE SHEET
Persuasion

Persuasion: to make people agree with a particular idea and/or make them feel something.

Devices:

- Powerful opening statement to catch attention.
- Rhetorical questions (where answers are not expected) to imply that the answer is obvious and that we agree with the writer/speaker already
- Repetition and alliteration to stress and underline ideas and make them more memorable
- Emotive language to stimulate a sympathetic reaction
- Humour to get the audience on the writer/speaker's side or to make them think
- Imperatives (commands) that tell the audience what to do
- Short sentences for a blunt, dramatic effect and to keep interest
- Direct address
- Personal and informal tone to suggest like-mindedness
- Use of contrast to emphasise particular points
- Use of metaphors (stating that one thing is another), similes (stating that one thing is like another) and personification (giving without life with human qualities) to capture our interest and imagination
- Use of facts, statistics and figures to shock the reader and authenticate the argument
- Shock tactics

Newspaper Article Structure

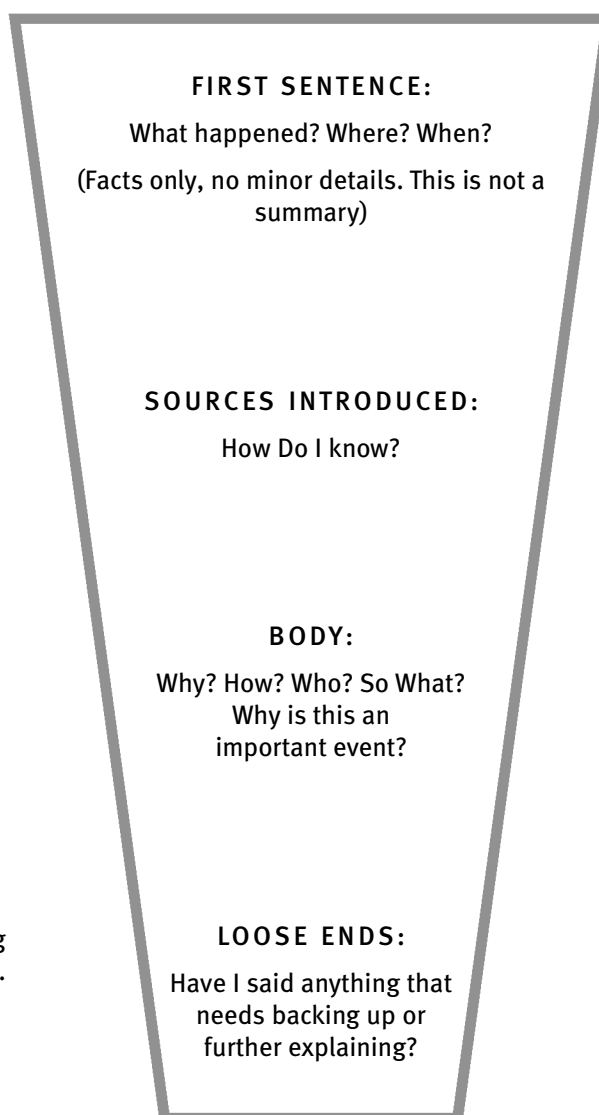
Most newspaper articles use the following 'inverted pyramid' structure. The pyramid shape illustrates what is of most importance and therefore given the most coverage and prominence.

When people read newspapers they tend to skim the pages. Therefore, Journalists must try to get the main points and facts of the story succinctly and clearly into the first sentence in order to guide and secure the readers attention and make them want to find out more.

They must also refer to a 'source' so that their story has credibility; witnesses, experts and relatives may be interviewed.

The body of the article then concerns itself with the essential details, reasons and explanations for what happened.

Finally, the article will conclude by touching briefly on any other loose ends.



RESOURCE SHEET
Media Grid**PURPOSE:**

What does it achieve? What does it make you think, feel or want to do?

AUDIENCE:

Who is this for? What age, sex, status...?

LANGUAGE AND EFFECT:

Stylistic devices? (e.g. repetition, tense, metaphors, sentence length...) Vocabulary choices? Tone? (e.g. formal, personal, shocking)

LAYOUT AND EFFECT:

How does the page appear and what does this make you think/feel? (font, bullet-points, colour, boxes, amount of words on page, positioning...)

IMAGERY AND EFFECT:

What pictures have been chosen? How and why? (size, colour, relationship to words...)

CONTENTS:

What information are we actually given? (facts, opinions, statistics...)