

Introduction: Language Analysis Essay

Summary

- Your task is to look closely at the language and images and explain HOW they are used to persuade the reader to agree with the author's point of view (contention)

Reading Carefully

| What? How? Why? | When you are reading you should.... |
|----------------------------|---|
| What is the reader saying? | <ul style="list-style-type: none">• Identify the main contention. (THIS IS VERY VERY IMPORTANT!)• List or highlight the supporting arguments |
| How is it said? | <ul style="list-style-type: none">• Write a few key words down to describe the tone/style• Highlight the persuasive words and phrases and techniques used |
| Why is it persuading? | <ul style="list-style-type: none">• Consider why some of the highlighted words and techniques are persuasive• Think about how the words, phrases and techniques help to persuade you to agree with the writer?• How do these words, phrases and techniques help persuade you to agree with the writer?• How do these persuasive elements reinforce what the writer is saying and their purpose in saying it? |

Plan your Response

- Write the main contention in your own words
- Dot point supporting arguments
- Select which persuasive techniques you will discuss (3/4)
- Identify which examples/quotation you will use as evidence
- Decide what you will look at in each body paragraph

Essay: Introduction

- You must include the following...
 1. Name / Title of the text and text type (opinion piece / speech / blog)
 2. Writers name and contention
 3. Where is it published/ presented (if a speech)
 4. Description of the overall tone on the piece

Ideas to start....

- The writer asserts that...
- Contending that..., the writer then....
- The writer quickly establishes the main contention that...
- In a... Tone, the writer declares that...
- The point of view presented by [name of writer] is...
- Adopting a controversial position, the writer argues that... Which influences the reader to...
- The use of... Positions the reader to share the writer's view point that...

Synonyms for the word: 'argue'

| | | |
|-----------------|--------------------|-------------------|
| Asserts | Suggests | Alleges |
| States | Contends | Emphasizes |
| Declares | Demands | Affirms |
| Implies | Make a case | Recommends |
| Reasons | Stresses | Highlights |

Descriptive words: Tone

| Reactive | Positive and Quiet | Positive thoughts | Positive and caring | Positive and lively | Negative and passive | Negative thoughts | Negative and uncontrolled | Negative and forceful |
|---|---|---|---|---|---|---|---|--|
| Amazed Astonished Attentive Curious Eager Interested Keen Polite Startled Stunned Surprised | Calm Casual Collected Composed Content Peaceful Pleasant Relaxed Relieved Serene | Appreciative Approving Assuring Confident Determined Encouraging Grateful Hopeful Inspiring Optimistic Pleased Promising Proud Respectful Reverent Sanguine Satisfied Thankful | Affectionate Benevolent Compassionate Concerned Considerate Consoling Empathetic Empathetic Friendly Loving Merciful Passionate Romantic Soothing Supportive Sympathetic Thoughtful | Amiable Amused Cheerful Delighted Ecstatic Elated Energetic Enthusiastic Excited Exuberant Happy Humorous Jovial Joyful Jubilant Playful Vibrant Vivacious | Apathetic Bored Cold Dejected Depressed Despaired Disappointed Discontented Disinterested Dispirited Gloomy Hopeless Hurt Melancholy Miserable Regretful Sad Upset | Apologetic Critical Doubtful Envious Foreboding Frustrated Gloomy Guilty Judgmental Pessimistic Regretful Remorseful Shameful Solemn Somber Suspicious | Agitated Alarmed Anxious Apprehensive Defenseless Distressed Disturbed Embarrassed Fearful Helpless Humiliated Mortified Nervous Powerless Shocked Stressed Tensed Troubled Uneasy Vulnerable Worried | Accusing Aggravated Angry Annoyed Belligerent Calculating Condemnatory Condescending Contempt Disgusted Factious Furious Harsh Hateful Insulting Irritated Manipulative Outraged Quarrelsome Sarcastic Sardonic Vexed |

Essay: Body Paragraphs

- Generally 3 or 4 paragraphs
- Follow TEEL
 - Topic Sentence: Point one of your analysis, identify an important part of the writer's argument to a key persuasive technique that is used by the writer
 - Examples and evidence
 - Explanations of HOW/WHY the writer/speaker is persuasive
 - Link examples back to your topic sentence and contention

Ideas to start....

- By introducing a controversial example, writer positions us to...
- The use of colourful language predisposed us to...
- Reference to (expert/scientific findings/statistics) lend credibility to the writer's argument.
- The use of a stereotype example contributes to the effect of...
- Highly emotive language, for example..., influences us to accept...
- Through repetitive use of the word..., the writer seeks to coerce the reader into believing that...
- With a series of rhetorical questions the author aims to appeal to...
- The connotation of the word/phrase... Have the effect of...
- By relentlessly attacking the opposing view, the author leads us to accept that...

Language Style

- The writer's use of a formal style and extensive research findings established her credentials...
- By addressing us informally, the writer establishes a sense of intimacy...
- The fast-paced and colloquial style immediately draws the read into...

Connectives: Moving between paragraphs

| To make a similar point | To make an opposing point | To expand on a point | To show a logical progression |
|-------------------------|---------------------------|----------------------|-------------------------------|
| Similarly... | By contrast... | Furthermore... | Therefore... |
| Likewise... | On the other hand... | Moreover... | As a result... |
| In the same way.. | However... | In addition... | Consequently... |
| Equally too... | In comparison... | For example... | Thus... |
| So too... | Whereas | For instance... | For this reason... |

Introductions: Conclusion

- Sum up what the writer's main contention is, what do want their audience to believe/ do?
- Summarise the main techniques they have used to convey their point of view
- Assess the success of the author's persuasive strategy (audiences that will respond well to it and audience that won't)