

INFORMATION AND PERSUASION

FACT VS. OPINION

⦿ Facts

- Pieces of information that can be checked to determine whether they're true.
- Facts can be checked for accuracy.
- Statements of fact use objective words or refer to a specific event, quantity or quality that does not depend on a person's point of view.

⦿ Opinion

- Statements that reflect how a person feels about a subject.
- They cannot be proven true or false.
- Statements of opinion use subjective words to refer to ideas that mean different things to different people and connect the reader's emotion.

FACT VS. OPINION

Women account for 39 percent of all smoking deaths.



Fact



Opinion

EVALUATING PERSUASIVE WRITING

1. Identify the facts that are used to support the author's opinion.
2. Determine if these facts are true or false.
3. Evaluate how accurate the facts are and how they are used or misused in an argument.

PROPAGANDA

- ◉ Propaganda is the use of persuasive techniques to encourage people to act based on their emotions alone instead of using logical reasoning.

PROPAGANDA TECHNIQUES

- ◉ Bandwagon Effect
- ◉ Transfer
- ◉ Testimonial
- ◉ Bait and Switch
- ◉ Glittering Generalities
- ◉ Emotional Words
- ◉ Reptition
- ◉ Name-Calling
- ◉ *Ad Hominem*- “To the Person”
- ◉ Stereotyping
- ◉ Snobbery
- ◉ Ordinary Folks
- ◉ Appeal to Science
- ◉ Scare Tactics
- ◉ Oversimplification

BANDWAGON EFFECT

- A technique that suggests that most people feel one way and urges you to go along with them.



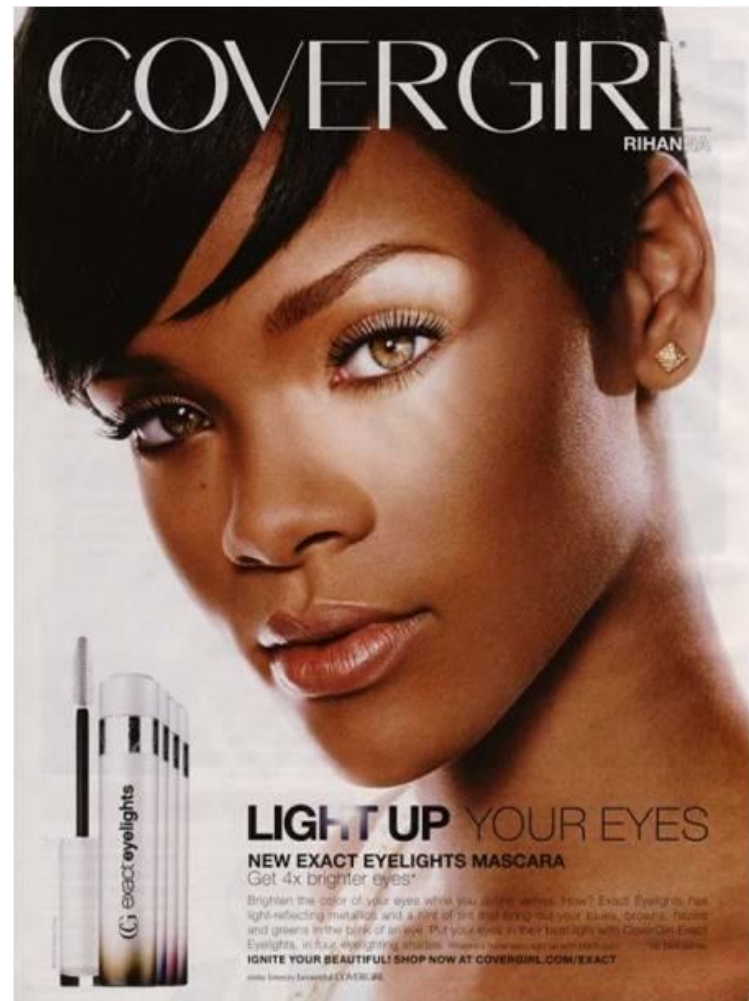
TRANSFER

- ◉ A technique where the writer presents a positive image or idea and attaches those feelings to another idea.



TESTIMONIAL

- A technique that tells you to base your decision on what someone else thinks, usually someone who is famous or important.



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RIHANNA

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NEW EXACT EYELIGHTS MASCARA
Get 4x brighter eyes*

Brighten the color of your eyes while you define yours. Now? Exact Eyelights has light-reflecting minerals and a hint of tint that bring out your blues, greens, hazel and greys in the blink of an eye. Put your eyes in their best light with CoverGirl Exact Eyelights, in four eye-opening shades. *Based on a laboratory test comparing Exact Eyelights to a leading mascara.

IGNITE YOUR BEAUTIFUL! SHOP NOW AT COVERGIRL.COM/EXACT

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BAIT AND SWITCH

- When an advertisement offers you one thing that is exciting and appealing but then gives you another that is not as exciting or appealing.



GLITTERING GENERALITIES

- A technique that uses words that are patriotic, attractive or catchy but don't really say anything.



EMOTIONAL WORDS

- A technique that attempts to stir the reader's feelings.



REPETITION

- A technique that uses a certain word or phrase over and over until it is associated with the subject.



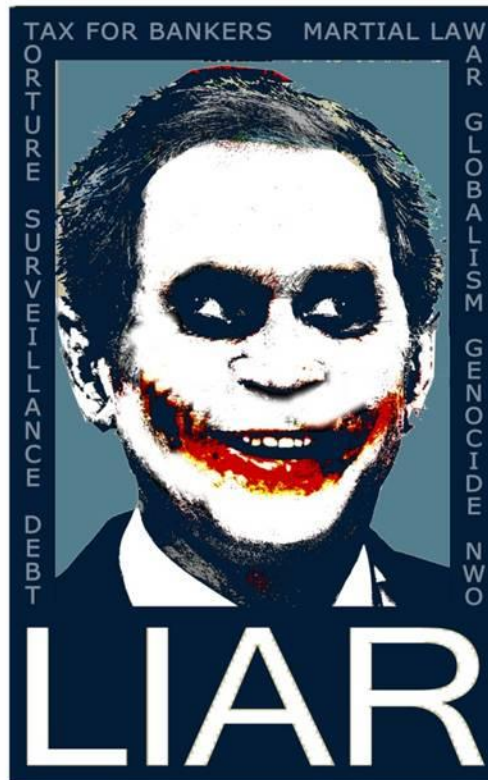
NAME-CALLING

- ◉ A technique that makes accusations but does not give any facts to support the claims.



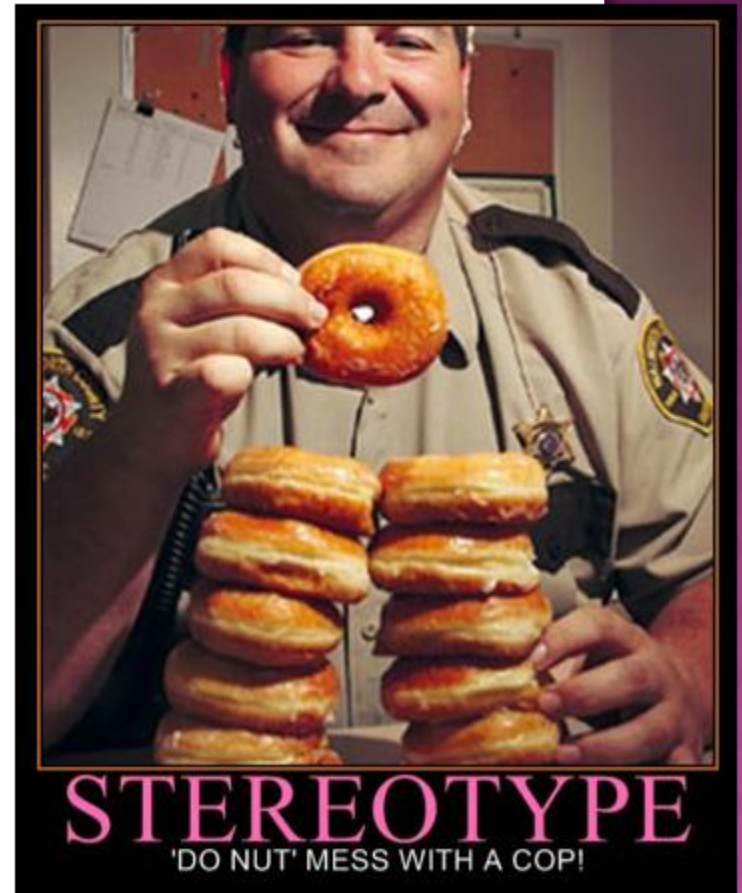
AD HOMINEM

- “To the Person”
- A technique that makes personal criticism without addressing the person’s argument.



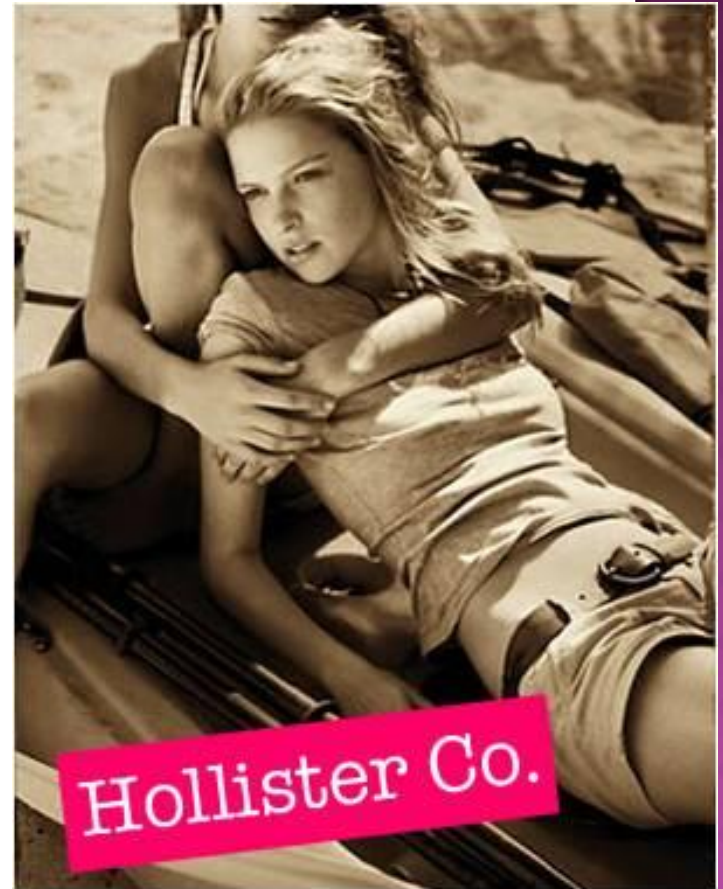
STEREOTYPING

- A technique that uses commonly believed but oversimplified or unfair images of a group to make a point that isn't true.



SNOBBERY

- A technique that tries to make people think they can be better than others by acting or thinking in a certain way.



ORDINARY FOLKS

- A technique that associates the message with everyday people and their values.



APPEAL TO SCIENCE

- A technique that suggests that science supports a particular claim, although the information is not backed up with facts.



SCARE TACTICS

- A technique that tries to make the audience act out of fear rather than reason.

Which would you rather have, a **cholesterol** test or a final exam?


For many, the first sign of heart disease is a heart attack. Did you know that one out of two adult Canadians is at risk of developing heart disease because they have high cholesterol? And that cardiovascular disease is the leading cause of death in Canada? High cholesterol is a major risk factor for heart disease but managing your cholesterol can be quite simple.

If any of these apply to you, get this screening test and ask your doctor about getting your cholesterol tested:

- Women 50 years or older
- Men 40 years or older
- Heart disease (angina, heart attack, coronary bypass, stroke, angioplasty)
- Diabetes
- Family history (mother, father, sister, brother or grandparent) of heart disease or high cholesterol
- Two or more of the following:
 - Overweight
 - Physically inactive
 - Smoker
 - High blood pressure

Call toll free at 1-877-4-LOW LDL (1-877-456-9535) or visit www.makingtheconnection.ca and you will receive this free booklet describing the connection between cholesterol and heart disease.

Canadian Lipid Heart Network

Making the Connection 

www.makingtheconnection.ca

OVERSIMPLIFICATION

- A technique that makes claims that are not properly defined.



AUTHOR'S ARGUMENT

- ◉ In persuasive writing the author makes an argument for or against something.
- ◉ Argument is a pattern of reasoning used to reach a conclusion.
- ◉ Explicit - The author comes right out and says what they are arguing for: “I am arguing for X”
- ◉ Implicit - The author does not actually say what they are arguing for.
 - You identify the author's argument by adding up the key points the author makes in support of his or her position.

RHETORICAL DEVICES

- Rhetorical devices are techniques or “tricks” used by authors to get their reader’s attention, emphasize a point, or polish their writing.
 - By identifying these devices the reader can evaluate how effective the writing is.

RHETORICAL DEVICES

- ◉ Alliteration
- ◉ Analogy
- ◉ Anticipating an objection
- ◉ Antithesis
- ◉ Cost and Benefit
- ◉ Example
- ◉ Hyperbole
- ◉ Oxymoron
- ◉ Parallelism
- ◉ Quotation
- ◉ Rhetorical Question
- ◉ Synecdoche
- ◉ Understatement

RHETORICAL DEVICES

- Alliteration: the use of words with the same first letters.
 - i.e.) The candidate's speech was clear, clever, and classy.
- Analogy: a comparison of similar ideas, can be used to explain a complex situation by comparing it to a simple one.
 - i.e.) Getting students to volunteer in class is like pulling teeth; they just keep resisting you.
- Anticipating an objection: offering an opposing viewpoint in order to show the author's argument as better.
 - i.e.) Critics may not agree, but research proves students study more if you offer them candy as a reward.

RHETORICAL DEVICES

- ◉ **Antithesis:** providing a contrast between two ideas
 - i.e.) Students agree watching TV is fun, but turning it off to do homework is not.
- ◉ **Cost and Benefit:** placing a benefit next to a cost in order to make the problem seem less severe.
 - i.e.) Suzie confessed to her parents that she got a speeding ticket on her way to school- but at least she made it to school on time.
- ◉ **Example:** using an example or a story to make a point.
 - i.e.) Miss Cook gives examples after each new rhetorical device during the lesson.
- ◉ **Hyperbole:** an intentional exaggeration for emphasis or effect
 - i.e.) Monica almost died when she saw Jensen Ackles.

RHETORICAL DEVICES

- Oxymoron: a description that contradicts itself
 - i.e.) James was so small and loud he was thought of as a mighty mouse.
- Parallelism: parts of a sentence that are expressed in the same way to show that they are equally important
 - i.e.) The students deserve a class president who is loyal, a class president who is hard working, and a class president who is trustworthy.
- Quotation: the use of a famous person's voice or wise saying to sum up a situation
 - i.e.) We must work hard for change! As Michelle Obama says, "hope and change are hard-fought things".

RHETORICAL DEVICES

- Rhetorical Question: a question given to the reader to make them think but does not require an answer because it is usually obvious.
 - i.e.) Who does not want equal rights and freedom?
- Synecdoche: a type of metaphor in which a part of something stands for the whole.
 - i.e.) I just got a new set of wheels for my 16th birthday!
- Understatement: intentional expression of an idea as less important than it really is.
 - i.e.) “That meal wasn’t the best,” Carlene said after throwing up from food poisoning.

RATIONAL APPEAL

- Rational Appeal, or Appeal to Reason: The author will try to persuade you by giving you good, solid reasons to share the author's point of view through cause and effect, definitions, and other evidence.
 - i.e.) I did not study for my last test and I got an A, so clearly I do not need to study for this one.

EMOTIONAL APPEAL

- ◉ Emotional Appeal: Writers will try to appeal to powerful emotions such as love of country, family, peace, and justice as well as hatred for the things that threaten us.
 - i.e.) If you love animals, value their safety and want to protect them from abuse then donate to the ASPCA.

ETHICAL APPEAL

- Ethical Appeal, or Appeal to Authority: They persuade the reader by relying on their authority, credibility or character. They many mention experts as sources or facts as evidence for their claims.
 - i.e.) Even Chuck Norris believes my new kickboxing move with be the next big thing in action movies.