English Language Arts 10-2

Unit 2: Comprehend and respond to texts

Persuasive techniques

A bandwagon claim

- The poster says everyone in grade 10 is already signed up. That is a bandwagon: join because the crowd has.
- “You will explain an empty chair” appeals to the fear of being left out. “Spots close Friday” is a deadline.
- The poster adds that Coach Nunez says this show matters. That is an appeal to authority: a local expert does the persuading.
- None of these lines proves the show is good. Each one tries to move you toward a signature.

Talent-show poster

Everyone in grade 10 is

already signed up.

Spots close Friday.

You will explain an empty chair.

Coach Nunez says this show matters.

Everyone is already in is a bandwagon. It pushes you to join because the crowd supposedly has.

The persuasive effect

- A persuasive technique is the move inside the talent-show poster.
- Bandwagon, fear of the empty chair, and a named coach are three different moves on one poster.
- A deadline can be a real constraint and still be used to rush the decision.
- Once the move is named, you can ask what evidence is missing, such as what the show actually is.

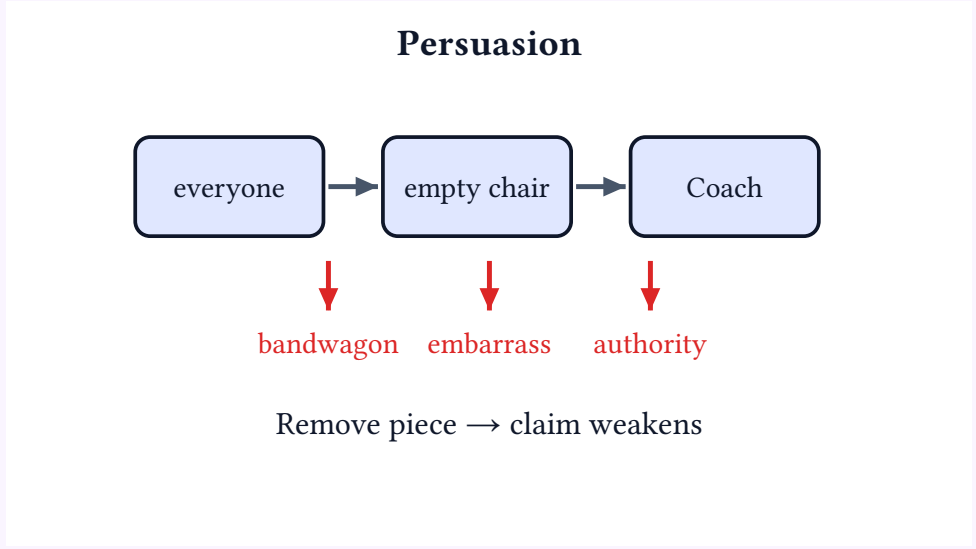
Key terms

persuasive technique

A move that tries to change what you do, such as an appeal to emotion or a named expert.

Assumptions behind a claim

- Remove “everyone” and the first sentence loses its push. That dependence is the bandwagon.
- Remove the empty chair and the embarrassment leaves. The Friday date would still be a deadline.
- Remove Coach Nunez and the last sentence loses its source. The technique is the borrowed authority.
- A reason that would survive those removals, such as a description of the acts, stays off this poster.



Three techniques on a poster

- Already signed up: bandwagon, push to conform.
- Empty chair: emotional appeal, push toward embarrassment.
- Coach Nunez: appeal to authority, push to trust a title.
- Friday: a deadline that hurries the other pushes. On its own, it is a fact with no feeling attached.

A health poster

- Wash now. Nurses on this ward all do. Skip it and you carry germs to the next patient. Dr. Singh posted this.
- Label the techniques. Say the push of each.

Review

- Cover the other posters.
- The whole team is coming at 7. Miss it and you sit out Friday. Captain Adeyemi expects you.
- Name two techniques and the sentences they live in.