

Evidence **What are the facts?** Authors often refer to events in life, schemes, laws and statistics to make predictions, show connections and draw conclusions.

Statistics and/or **research and experts**

Anecdotal evidence or a **case study**

Human interest stories and **real-life examples**

Personal references and **observations**

Professional observations and **expert advice**

Eyewitness accounts

Reasoning tactics

Assumption:

Compare and contrast techniques: extended metaphors and analogies

Common sense: based on day-to-day observations of reality, or logical connections between occurrences or events. (appeal to common sense/cause and effect)

Generalisation: a statement about the whole group that may be inaccurate.

Stereotype: a quick reference code referring to the whole group.

Attacking devices: rebuttals and (personal/professional) criticism; discrediting techniques

Formal/informal elements/style

Formal: jargon; inclusive language; euphemisms: informative and authoritative tone

Informal language : colloquial, everyday speech; clichés and idioms are often colloquial.

Rhetorical questions vs **interrogative sentences**

Repetition: Listing; parallel devices

Figurative Language

Allusions and intertextual references
Analogies and compare and contrast techniques;

Cliché; Idioms

Imagery and symbols:

(Extended) metaphors, similes and puns:

Rhyming words: Assonance and alliteration

Personification and proverbs

Double meanings; humour: irony/sarcasm

Words (connotations/non-literal meaning) and **emotive language** (language that seeks to provoke an emotional response such as sympathy, shock, horror, disgust, pity, fear, anger, hope).

Inclusive language: respectful and decent language that includes all members of the group

A **euphemism** softens the impact of a harsh truth, such as dying, or protects people's dignity (toilet references).

Exclusive language: derogatory and disrespectful terms that isolate and offend members of the group

Hyperbole; exaggerations that sensationalise

Colloquial language

Jargon: specialist talk about a subject

Tone: **humorous; critical; moralistic; honest; sincere; emotive; ironic**

Appeals and values (p. 44)

Emotional appeals (emotive tactics)

Logical or intellectual appeals (common sense)

Moral appeals (adopt the high moral ground)

use of shaming tactics: high-minded tone)

Appeals to fear (fearmongering tactics)

Appeals to:

- civic duty and/or civil liberties and privacy
- responsibility and duty of care,
- authority and leadership; role-modelling
- safety and security;
- family values; and common decency
- the common good;
- health and wellbeing
- tolerance, justice, (equality) and human rights.
- patriotism and the national spirit,
- tradition and security
- law and order
- the nanny state.