

PRACTICALLY PERSUASIVE RESOURCES

SAMPLE TEXT ANALYSIS

Area of focus	Title of text	Persuasive technique/structural feature
Rhetorical devices	<i>Save Australia Day</i>	Rhetorical Question: "What if the Greens and Labor Left get their way and abolish Australia Day on 26 January?"
		Pathos: "Mummy, mummy". Could be intended to evoke the innocence of a child, which in turn invites the audience to feel pity.  Mother looking over her shoulder/ the scene being shown through surveillance camera might be intended to make the audience empathise with a fear about being discovered acknowledging an 'prohibited' day.
		Emotive appeal: "Doing something tomorrow are you?"  Could be intended to persuade the audience to empathise with the person who might be buying sausages for an Australia Day barbeque.
	<i>We will not accept Australia Day on 26 January without resistance</i>	Expert evidence/testimony: Jacinta Price, Alice Springs Councillor  Repetition: "I woke this morning to another media storm caused by our prime minister, another media storm about First Nations Australians on Sunrise."  Hyperbole/metaphor: "...he is holding office by his fingernails..."
Modality	<i>Save Australia Day</i>	"Changing Australia doesn't change the lives of people in remote Aboriginal communities. We have to come together as a nation..."
	<i>We will not accept Australia Day on 26 January without resistance</i>	"26 January will always be a day of mourning to Indigenous people"
Intensifiers	<i>We will not accept Australia Day on 26 January without resistance</i>	..."demonstrating his complete lack of understanding of Indigenous issues."

Stated meaning and Implied meaning	<i>Save Australia Day</i>	“Talking about the good old days were you?” Could be implying something illicit or outdated is occurring.
Structure Topic sentences Paragraphs (TEEL)	<i>We will not accept Australia Day on 26 January without resistance</i>	“[T]Most white Australians I speak to when I travel don’t even know what they are celebrating when they celebrate that day. [E]Many of them think it’s the anniversary of Cook “discovering” Australia. [E]Others, recent immigrants and some people around the world, assume it’s like Waitangi Day in New Zealand, the day that a treaty was signed with First Nations people, or the day of Federation like Canada Day. [L] They are shocked to discover we still don’t have a treaty.”
Connectives	<i>We will not accept Australia Day on 26 January without resistance</i>	“Despite the uproar Scott Morrison’s comments were bound to cause...” “He also said we didn’t ‘need to tear down one group to hear from another’.”
Lexical cohesion	<i>Save Australia Day</i>	‘G’day love’, sausages, lamb chops, ‘Jonesy’, ‘cheers mate’.