



Teacher Professional Development Series

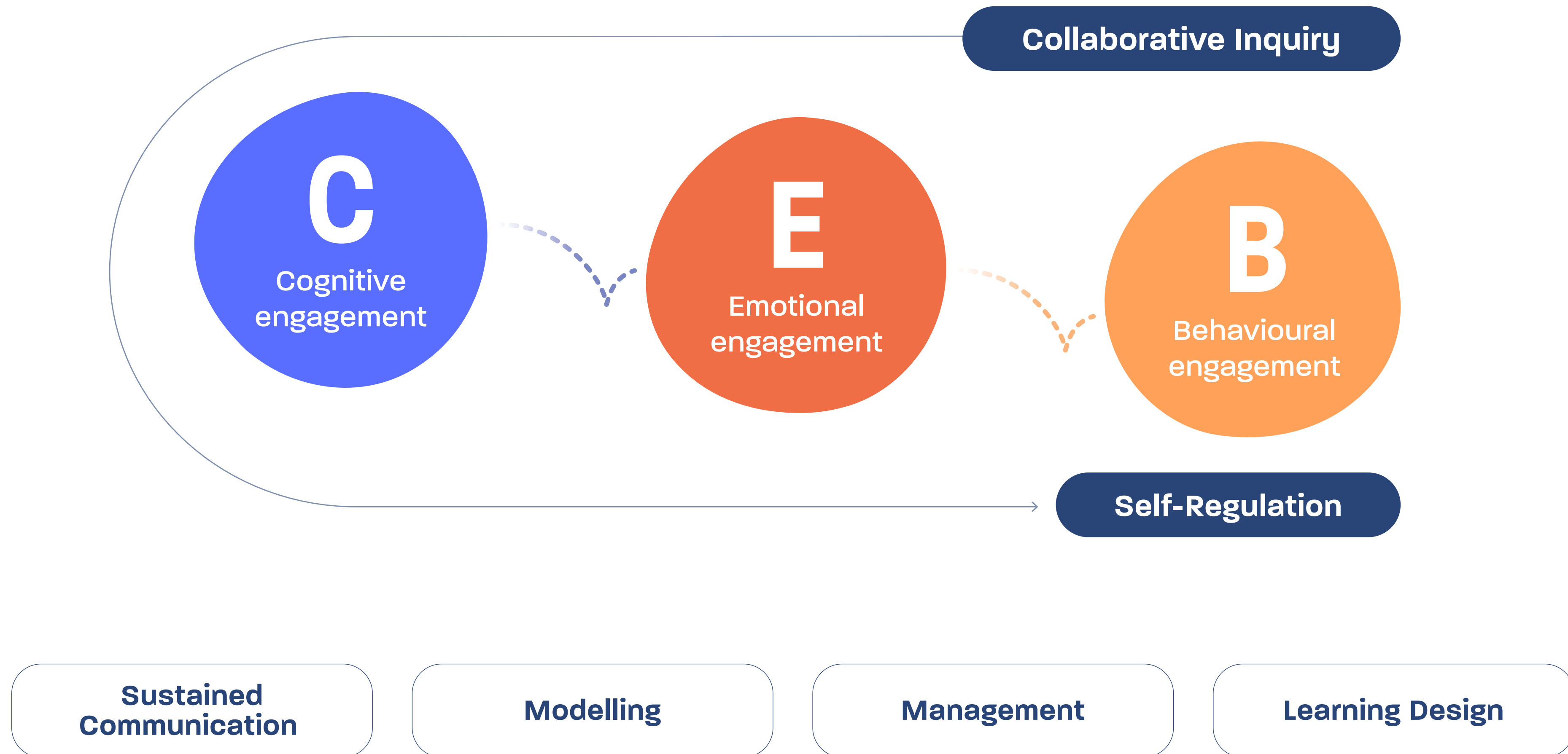
# The Language of Persuasion - Calls to Action

Example 1: English (Year 10)



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# Principles for Student to Student Online Engagement



# Context

- English, Year 10, 5 lessons.
- Sub-strand of the Unit “The Language of Persuasion - Calls to Action” – This sub-strand focuses on identifying and analysing persuasive purpose, visual and verbal strategies, and effectiveness of advertisements and/or film commercials on ethical issues.
- **Australian Curriculum, English:**

## Content Description:

- Analyse how the text structures and language features of persuasive texts, including media texts, vary according to the medium and mode of communication (ACELA 1453).

## Elaboration:

- Discussing how particular perspectives of the same event are portrayed through the combination of images and words in various media texts.
- **Summative Assessment:** Multimodal assignment task which is to prepare an advertising brief or submission in which students create, develop, and promote an ad on an environmental issue of their own choice.

# Aims

- Evaluating an author's use of particular textual structures and language features in achieving persuasive purpose.
- Analysing a range of persuasive texts, including persuasive speeches and advertisements, that address ethical issues and position readers/viewers to take action.
- Discussing how particular persuasive purposes are achieved through the combination of images and words in multimodal texts.
- Creating persuasive texts using verbal and visual persuasive strategies to position readers to take up the invited reading.

# Overview



Content  
facilitated by  
the teacher

Group work in  
breakoutout  
rooms

Presentation  
based on group  
work

Group work in  
breakoutout  
rooms

Discussion  
based on group  
work





# Content facilitated by the teacher

The screenshot shows a Zoom meeting interface. At the top, a green bar indicates 'You are viewing screen' and a 'View Options' dropdown menu. The main content is a presentation slide with the title 'The Language of Persuasion – Advertising' in blue text. Below the title is a colorful, abstract image featuring a woman's face with a rainbow-colored headpiece, a film strip with 'YouTube' and 'VIDEO' text, musical notes, and various gears and splatters. At the bottom of the Zoom window is a control bar with icons for Unmute, Start Video, Security, Participants, Polls, Chat, Share Screen, Record, Breakout Rooms, Reactions, Apps, More, and an End button.



# Overview


You are viewing screen View Options View

## Overview

- Ads target a designated market niche or demographic
- Use psychological strategies and persuasive appeals
- Include implicit and explicit appeals

Ads use AIDA formula

- I. Attract **A**ttention
- II. Stimulate **I**nterest
- III. Create **D**esire
- IV. Move to **A**ction




Unmute Start Video Security Participants Polls Chat Share Screen Record Breakout Rooms Reactions Apps More End




# Group work- Breakout Group Activity

You are viewing screen View Options

**Now it's your turn – breakout group activity**  
Using your allocated environmental ad/link and the headings on model slide, in your breakout groups, make a Prezi or PPT presentation to share with the class.



**Worksheet**  
Resource for breakout small group activity: A graphic organiser to help you structure ideas in your deconstruction of persuasive appeals in your allocated advertisement. You can then construct a ppt or Prezi to present to the class:

<b>IDENTIFY ADVERTISEMENT TITLE/FOCUS AND FUNDING ORGANISATION:</b>	
<b>ANALYSING PERSUASIVE LANGUAGE APPEALS</b> e.g. word choice including loaded words; figurative language; modality; slogan etc.	<b>ANALYSING PERSUASIVE APPEALS IN THE VISUALS</b> e.g. the selection of image/s; framing; use of angles and vectors; colour etc.
<b>SUMMARISING:</b> i) the persuasive purpose of the ad ii) the intended audience iii) the overall effectiveness of the ad in moving audience to action	

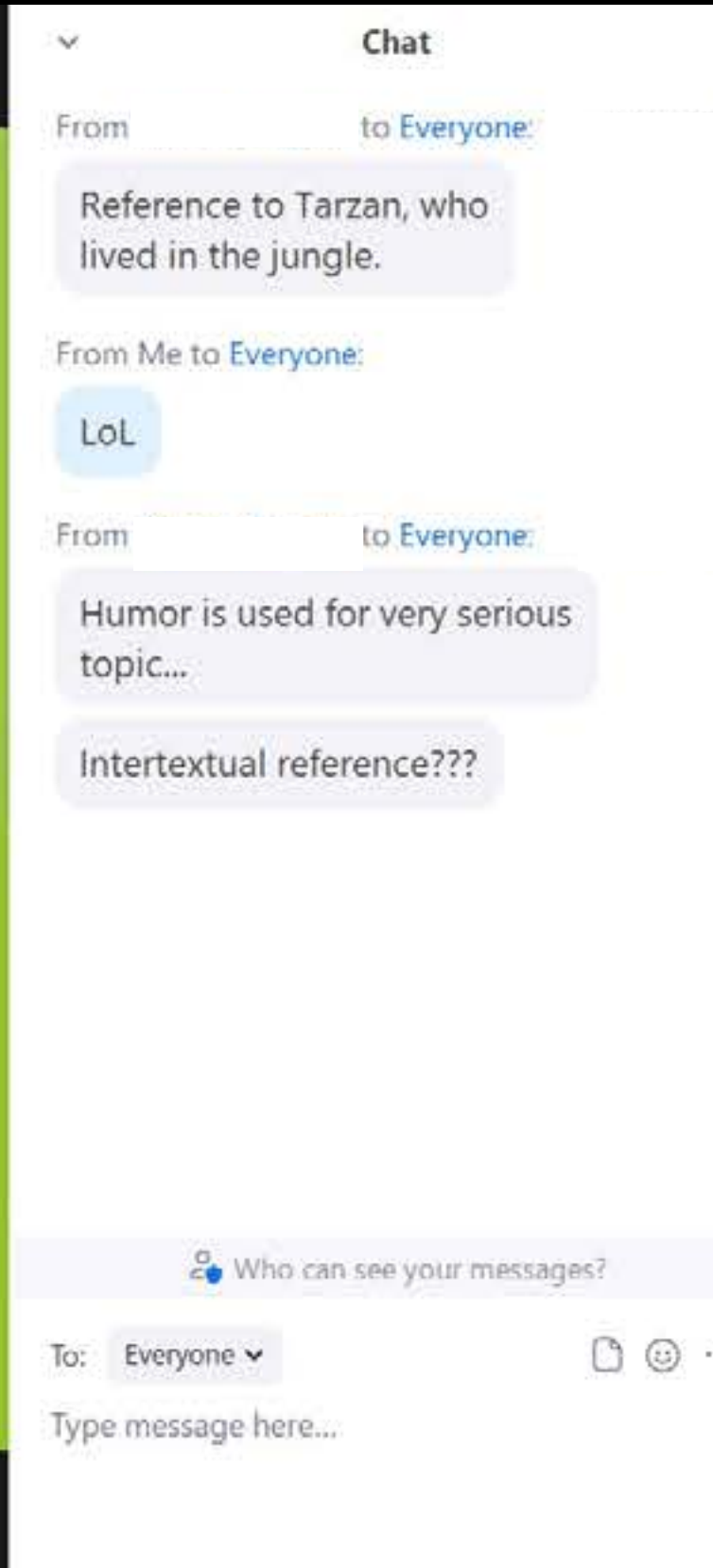

Task group member roles: Manager, Writer and Presenter.



# Presentation and discussion based on group work

## Overview - AIDA

- ▶ The ad uses humour to convey a serious message - that jungle habitats like the Amazon (the lungs of the earth) are fast disappearing.
- ▶ It uses the intertextual reference to Tarzan who is about to plunge to permanent injury or even death.
- ▶ Tarzan's fate symbolises that of animal species, including humankind, if action is not taken.



The chat conversation on the right side of the slide discusses the advertisement. It includes the following messages:

- From [Name] to Everyone: Reference to Tarzan, who lived in the jungle.
- From Me to Everyone: LoL
- From [Name] to Everyone: Humor is used for very serious topic...
- From [Name] to Everyone: Intertextual reference???



View
Chat

## Analysing persuasive strategies - the copy

- ▶ The most powerful persuasive appeals are contained in the striking image and the juxtaposition of the living habitat and the sterile landscape into which Tarzan is plummeting.
- ▶ The caption states: 15 square kilometres of rainforest disappears every minute.
- ▶ This is a scientific statistic that is designed to shock the reader.
- ▶ The simplicity of the statement only adds to its persuasive power - it activates the three persuasive appeals of ethos, logos, and pathos simultaneously
- ▶ The World Wildlife Fund logo reminds us that the jungle is not only the lungs of the earth but a rich habitat and ecosystem for all the species who live there and will go extinct
- ▶ The simple copy does not aim to preach at the reader but to shock them into realisation that habitat destruction by humans also impacts the human species.

Intertextual reference???

From Me to Everyone:

I find it very interesting how colour is used to emphasise this binary between living/dead habitats.

From Nicolas Eugster to Everyone:

I don't like this dark humour in the visual shock effect of Tarzan's sudden and unexpected plunge to his death.

From Me to Everyone:

For me, the ad has a strong impact because I am a Disney fan and Tarzan is one of my favourite characters!

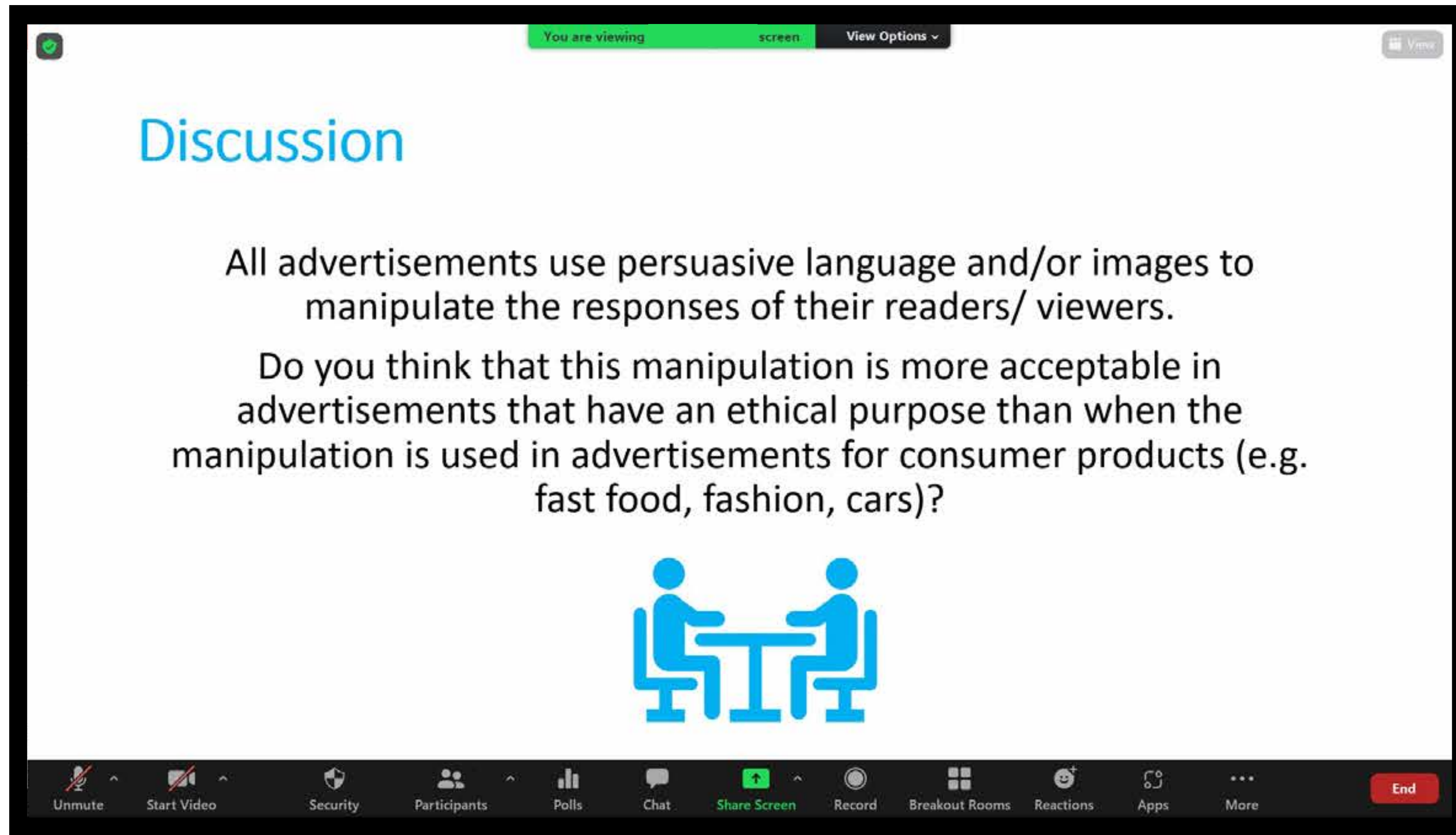
Who can see your messages?

To: Everyone ▾

Type message here...

Unmute
Start Video
Security
Participants 2
Polls
Share Screen
Reactions
Apps
More
End

# Presentation and discussion based on group work



The screenshot shows a Zoom meeting interface. At the top, there's a green bar that says "You are viewing screen" and a "View Options" dropdown. The main content area has the word "Discussion" in blue. Below it, the text reads: "All advertisements use persuasive language and/or images to manipulate the responses of their readers/ viewers. Do you think that this manipulation is more acceptable in advertisements that have an ethical purpose than when the manipulation is used in advertisements for consumer products (e.g. fast food, fashion, cars)?" Below the text is a blue icon of two people sitting at a table. At the bottom, there's a toolbar with icons for Unmute, Start Video, Security, Participants, Polls, Chat, Share Screen, Record, Breakout Rooms, Reactions, Apps, More, and an End button.

## Roles for speakers:

- Objective
- Emotional
- Pessimistic
- Optimistic

## Roles for audience:

- Noting pro-arguments
- Noting contra-arguments



# Different Roles in Discussion

## Management

Establishing protocols and procedures for targeted learning activities within different digital platforms to enable student engagement practices.

- Supports time management skills
- Observes conduct and academic honesty policies
- Promote full participation
- Effectively monitor the tone and emotion of their communications with students
- Encourage and support communication between students
- Fosters participation and collaborations
- Manage student communication