

# **Emotional Appeal**

This is all about using language to make your audience feel an emotion such as sadness, outrage, or any other relevant emotion.

# Emotional Appeal

*This is incredibly effective at manipulating your audience.*

*Emotions are irrational and, if targeted correctly, they can make individuals do, say or think things that they would not usually agree with.*

# Evidence

This is all about  
using proof, facts  
or proven  
knowledge.

# Evidence

*Using evidence will help present your argument as less of an opinion and more as an irrefutable fact.*

*By making your argument a fact, you leave your audience with no choice but to agree.*

# Rhetorical Question

This is the art of asking a question that does not need an answer.

# Rhetorical Question

*By asking you audience a question with no answer or answering it yourself, you are telling them that you are the one with all the knowledge.*

*This means that your audience should listen to your opinion as you have the answers to the questions that need to be answered.*

# **Inclusive Language**

**This is about using phrases that include all, or most, of your audience.**

# Inclusive Language

By using specific language that includes your audience in your speech.

This technique connects your audience to the topic in a way that makes it something that affects us all.

# Humour

Humour is all about jokes,  
laughter and fun.

The difficulty in this is that it  
must be appropriate/relevant  
and suitable to the topic and  
audience.

# Humour

Adding humour helps your audience stay engaged with your speech.

Making your audience laugh will allow you to put them in good spirits and enhance your connection to them.

# Formal Language and/or Jargon

Formal language means using proper words such as 'yes' instead of 'yeah'.

Jargon is technical language that is tied to a specific theme or topic.

# **Formal Language and/or Jargon**

These will make your speech sound professional and will convince the audience that you know what you are talking about.

# **Exaggeration/Hyperbole**

As we have already covered,  
this is all about enhancing  
your statement by making it  
seem more important than  
it really is.

# Exaggeration/Hyperbole

Doing this in a speech will point your audience towards what is most important.

There is a danger in using this however. If you push your exaggeration too far, your audience could dismiss your words as unreliable.

# Repetition

Using the same word or phrase to draw attention to it and create a 'flow' to your speech.

# Repetition

This helps emphasize a point or theme by making it stick in your audiences mind.

# **Alliteration**

When three or more words in a sentence have the same first letter.

# Alliteration

This can create a powerful flow that allows your audience to connect and memorise your message.

# **Assonance**

When two or more  
words in a sentence  
have the same vowels.

# Assonance

This has a similar effect  
as alliteration.

The flow it creates is  
slightly more  
sophisticated.

# Figurative language

This is the use of language techniques that we have already discussed in class.

Metaphors, similes and personification. Etc.

# Figurative language

These add in the imagery and descriptive elements to a speech that can help enhance your speech and your audiences engagement.