

**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.