

PERSUASIVE LANGUAGE

Teaching Resource

A guide to understanding persuasive language.

Includes assessment tasks and marking criteria -
a useful tool for teachers of students preparing
for NAPLAN testing in Years 3, 5, 7 & 9.

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Why study persuasive language?

If you care about an issue, understanding persuasive language can help you engage in the debate.

The mass media is where important issues are debated and discussed. Election campaigns are fought and won over issues. Everyone has an opinion. But who should you believe? What are the facts? Who should you vote for? If you have an understanding of how persuasive language works, you'll be able to see through persuasion and rhetoric to answer these questions.

If you understand how language is used to persuade, you are much more likely to have a sophisticated understanding of issues in society. You'll be able to see through rhetoric, focus on the facts and confidently address the important issues facing our society.

What's more, if you care deeply about an issue, you can also engage in this sort of important discussion. Write to your local newspaper, comment on blogs, engage in discussions on social networking.

If you care about an issue, understanding how language works means you'll be able to successfully engage in the debate.

Understanding persuasive language, however, doesn't just involve complex social issues. The modern world is saturated with advertising - newspapers, television, social networking, bus shelters and billboards. Understanding how persuasive language works will help you navigate the world of advertising.

What is an issue?

An issue is an important topic causing disagreement and debate. Daily newspapers are full of issues that face our society, including climate change, drug addiction, sexism, health care, crime, asylum seekers, gambling and racism.

There is often disagreement over how we should address important issues. Possible solutions to these issues are discussed and debated in the news media. Newspapers, television and blogs all feature arguments from different perspectives.

People contribute to the debate and discussion, too—writing letters, commenting on articles, calling talkback radio, tweeting and emailing.

This debate and discussion also informs how politicians respond to the issue and, ultimately, the types of policies they create to deal with such issues.



A large, solid orange speech bubble is positioned on the left side of the page, containing the text 'PERSUASIVE LANGUAGE'. The bubble has a tail pointing towards the bottom left corner.

PERSUASIVE LANGUAGE



Persuasive techniques

When you are confronted with a piece of persuasive writing, it is useful to think about how the writer is using language to persuade. Writers can use numerous strategies to convince you of their point-of-view.

Alliteration

Alliteration, the use of words beginning with the same letter or sound, create emphasis and draws attention to ideas. Often used in advertising to create memorable slogans.

e.g. The solution to violence is simple: forbid firearms.

Analogy

An analogy draws a comparison between two things to illustrate a point.

e.g. Managing the country is much like balancing your household budget, it's important that you don't accumulate too much debt.

Anecdote

A short, personal story which is often used to illustrate a point. It gives the writer an authentic connection to the issue and can be used to engage the reader emotionally.

e.g. We recently took a trip to the beach: the amount of litter and plastic waste on the foreshore was truly appalling.

Appeals

Writers will often appeal to different emotions to convince you of a particular point of view. When you're reading a piece of persuasive writing, think carefully about how the writer is trying to make you feel. Here are some common emotions and beliefs that writers can appeal to:

- **Compassion.** Writers often make arguments that rely on exploiting the reader's sense of compassion. This type of argument makes the reader feel sorry for a particular group of people who have endured some kind of hardship.
- **Common sense.** Appeals to common sense encourage readers to assume that a solution is the most pragmatic even though it may not be.
- **Fairness.** No one likes being treated unfairly. Persuasive writers frequently play on their readers' sense of fairness to persuade. If a writer attempts to convince you that something is unfair or that people have been treated poorly, they may be exploiting your sense of fairness.

- **Family values.** Everyone believes that family is important. As such, persuasive writers often appeal to a sense of family and family values. These arguments often build support for a particular point of view by claiming that the issue will have a damaging effect on family life.
- **Fear.** Fear is a strong motivator and writers often use it to rally support for their point of view. An argument in support of law and order, might create a sense of fear that the reader will be a victim of crime.
- **Hip-pocket nerve.** Money is important and we don't like to feel that we've been ripped off. Writers often exploit this to convince readers of a particular point of view, pointing out that they will be worse off financially or might benefit from a particular decision. This is often called appealing to the 'hip pocket nerve'.
- **Patriotism.** Belief in your country is a powerful emotion. Writers often stir up patriotic feelings to persuade. If a writer points out how great your home country is, they might be playing on your sense of patriotism.
- **Tradition.** Change is often difficult. Appeals to tradition play on a reader's desire to maintain or return to what is comforting and familiar.

Assonance

The repetition of words with similar sounding vowels creates a pleasing sound, emphasising a particular phrase or idea,

e.g. It is often said that time and tide waits for no man.

Attacks

Writers often attack and criticise those who disagree with them. These sort of attacks often take on a deeply critical tone.

e.g. The government's lack of action on climate change is atrocious, their negligence and self-interest is so appalling it defies belief.

Cliché

A cliché is a trite, overused phrase. Writers are often discouraged from using clichés but they can be an effective and simple way to convey ideas to an audience.

e.g. Absence makes the heart grow fonder.

Persuasive techniques

Connotations

Words have two types of meanings. The denotative meaning of a word is its literal meaning. It's what you're likely to find if you look up the word in a dictionary. The connotations of a word are the ideas or feelings associated with a particular word. Writers think carefully about the words and phrases they use. They consider the connotations—whether positive, negative or neutral—of words and how these might be used to persuade.

e.g. An example of connotations are all the synonyms for thin. Think about the associated meaning of the following words: thin, slender, svelte, anorexic, gangly, rake-like. These words have similar meanings but vastly different connotations.

Emotive language

Emotive language is a phrase used to describe any words that have an emotional effect on an audience. Always consider how language makes you feel. Does it provoke a sense of sympathy or fear? What emotions does it play on?

e.g. New coward punch laws are strict but a necessary deterrent to curb the harrowing violence that plagues our streets and leads, inevitably, to heart-rending loss.

Euphemism

A euphemism is a mild phrase used instead of another word that might be too harsh.

e.g. When speaking of someone who has died, people often say they 'passed away', which is milder than simply using the word 'died'. Governments often use the phrase 'collateral damage' to describe civilian deaths during war. Euphemisms can be used to soften the impact of an idea or suggestion.

Everyday/colloquial language

Everyday language is used by writers to make them seem down-to-earth, practical and realistic. In Australia, writers often use colloquial language in this way. We're constantly told to give people a 'fair go' or that taking the easy way out is a 'cop out'. If you see an example of everyday, colloquial language, think carefully about why the writer has used that particular phrase.

e.g. Fairness is a fundamental part of our national identity. As a nation, I reckon we've lost sight of the fact that everyone deserves a fair go.

Evidence

Statistics and other forms of data are often used to persuade. An argument is much more convincing if it is supported by some kind of evidence. Evidence often forms the backbone of very logical and rational arguments.

e.g. Since 1910, Australia's climate has increased by more than 1 degree Celsius.

Exaggeration/Hyperbole

Hyperbole is exaggeration. Writers use exaggeration to heighten the implications of an issue, making the situation appear far worse and mobilising the reader to agree with their point of view.

e.g. There are millions of reasons why Australia should become a republic.

Expert opinion

Writers often quote or refer to experts who agree with their point of view. This use of expert opinion can help to make arguments more persuasive and credible. The use of expert opinion can be a powerful way to persuade, convincing the audience that the writer's contention must be true because notable people agree with them.

e.g. Australia's leading scientists warn that climate change requires urgent action or the temperature could rise as much as 5 degrees Celsius by 2090.

Generalisation

A generalisation is any statement that draws a conclusion from specific examples. Generalisations are often used to simplify an issue and make something seem like the logical course of action.

e.g. All teenagers are surly, uncooperative and disrespectful.

Inclusive language

Inclusive language is the use of words such as 'we' or 'our' to create the impression that the writer and the reader are on the same side of the issue.

e.g. I'm sure that, as we head to the polls, we can all agree that job security is one of the most pressing issues facing our country.

Imagery

Descriptive writing can be used to create an image in the mind of a reader. Providing the audience with a vivid image can help them to think about an issue in a particular way.

e.g. The tranquil sound of birdlife, babble of nearby creek and the rich aroma of eucalyptus demonstrate what happens when governments invest in urban green spaces.

Jargon

Complex or technical language, often used to make the writer sound knowledgeable.

e.g. "When it comes to improving education, the evidence is clear: focus on pedagogy, interdisciplinary learning, flipped classrooms and cultivating the metacognitive."

Logic/reason

Persuades the reader with a well argued case that makes sense. Often used in a calm tone to sound rational.

Metaphor

When one thing is described as another, help to persuade by making a comparison between two things.

e.g. So what should we do in the face of an industry that stubbornly refuses to learn? What we've always done. Piracy. If television networks won't give us what we want for a simple monthly fee, we'll hoist the Jolly Roger once more and take it for ourselves.

Pun

A pun is a joke that relies on the different meanings of a word or words that sound similar. Puns can be used to make light of an issue or ridicule a point of view. They are a witty way for writers to criticise their opponents.

e.g. You've been to the dentist before, you know the drill.

Repetition

Writers often repeat words and phrases to emphasise particular ideas. Throughout a piece of writing, writers might also repeat ideas in the hope this will persuade the audience to agree with them.

e.g. We need to get out there and vote for people who reflect the belief that Australia is a vibrant and tolerant multicultural society. We need to write to our local politicians and let them know that these issues matter to us. And we need to call out the mainstream media on their dishonesty. We need to let them know that we are mad as hell and we're not going to take it anymore

Rhetorical question

A question that doesn't need to be answered because the answer is made obvious. Rhetorical questions are often used to lead the audience to a particular conclusion. Because of the nature of rhetorical questions, they make this conclusion seem natural and logical.

e.g. Is there anything more important than preserving the natural world?

Sarcasm

Sarcasm is the use of a mocking tone to convey contempt.

e.g. With that sort of towering intellect, she could have her own FM talk show.

Simile

A simile is a comparison between two things which often uses the words 'like' or 'as'. Similes can be used to create a vivid picture in the minds of the audience or characterise something in either a positive or negative way.

e.g. The problem is both leaders are as charismatic as limp lettuce leaves.

Activity: Identifying persuasive techniques

- According to a recent survey, 67% of Australians agree.
- Professor Andrew Horner once described the proposal as a ‘disgrace’.
- Surely, we all agree that this is the right course of action.
- The money is a drop in the bucket compared to what the government spends on other services.
- It’s a more humane, more sensible option.
- Can’t you do anything right?
- The government’s decision is nothing short of disgraceful and will cause untold trauma and anguish for those involved.
- It will be the end of civilisation as we know it.
- There’s a million reasons the proposal won’t work.
- The decision was a kick in the guts for workers everywhere.
- He was as fit as a fiddle.
- The slaughter of sheep in overseas abattoirs is hideous and brutal.
- It’s a problem that we can’t turn away from.
- The government has been working like dogs to achieve this change.
- Why should I have to put up with foul-mouthed language on public transport?
- Experts agree that treating drug addiction like a disease is the right thing to do.



ACTIVITY

With a partner, read over the items above and decide which persuasive technique would best describe them—in some cases, it might be more than one!

Tone

When you're thinking about the use of persuasive language in an article, it's also useful to consider the tone. The word 'tone' refers to the overall feeling of a piece of writing. Here are some common words that you could use to describe tone:

Angry

Aggrieved, bitter, exasperated, incensed, hostile.

Concerned

Worried, troubled, bothered, upset.

Disappointed

Despondent, discouraged, disenchanted, disheartened, disillusioned, dismayed, dispirited, downcast, downhearted, saddened, upset.

Emotional

Emotive, heart-breaking, impassioned, moving, poignant, touching.

Excited

Exhilarated, exuberant, enthusiastic, lively.

Hopeful

Buoyant, cheerful, optimistic, positive.

Neutral

Impartial, balanced, objective, unbiased.

Humorous

Amusing, funny, entertaining, comical, witty, light-hearted, tongue-in-cheek, wry, droll.

Logical

Reasoned, well-reasoned, rational, cogent.

Negative

Bleak, cynical, dejected, demoralised, depressed, despairing, despondent, gloomy, hopeless, melancholic, negative.

Sarcastic

Sharp, sardonic, satirical, scathing, cutting, razor-edged, caustic, harsh, severe, devastating, abrasive, vitriolic, spiteful, vicious, malicious.

Sympathetic

Compassionate, caring, concerned, solicitous, empathetic, kind-hearted, warm-hearted, understanding, sensitive.

Keep in mind that these words and phrases are not an exhaustive list. When identifying the tone of a piece of writing, think about how it sounds, then use your dictionary or thesaurus to find the right word to describe its tone.



When you're presented with a piece of persuasive writing, it's useful to think about how tone helps to persuade the audience. A humorous article, for example, might persuade by gently poking fun at the people who support a particular idea. A logical article might persuade by presenting a well-organised case supported by evidence. In your analysis, always identify the tone of the article and explain how it helps to persuade the audience.

Activity: Identifying tone

- Our public parks and waterways are thriving, thanks largely to highly effective environmental protection laws and the hard work of enthusiastic volunteers around Australia. It's terrific to see that we really care about our environmental legacy.
- The Prime Minister should hang his head in shame. The treatment of asylum seekers is nothing short of a disgraceful blight on Australia's international reputation. To the rest of the world, we're selfish and cruel and insular.
- We should feel sorry for the friends and families. They're the real victims of road accidents. Imagine the grief and sorrow that tears through a community in the aftermath of a tragic accident like this.
- Thanks to the government's broadband policy, we're looking at a period of great promise where Australians will have access to new, exciting employment opportunities and business will experience incredible new growth.
- You should feel ripped off. After all it's your tax dollars that have paid for this terrible idea.
- Seeing people whose lives have been affected by gambling in this way is a harrowing experience.
- You begin to understand the way that it tears apart families and harms the most vulnerable people in our society.
- There are numerous reasons why we should start treating drug addiction like a disease. First, punitive measures simply aren't working. Second, it has been demonstrated time and time again - in countries like Sweden - that this type of approach simply works.

ACTIVITY

Read over these extracts and identify two words that can be used to describe the tone of each article. You may use the words from the previous page but try to find other words in a dictionary and thesaurus.



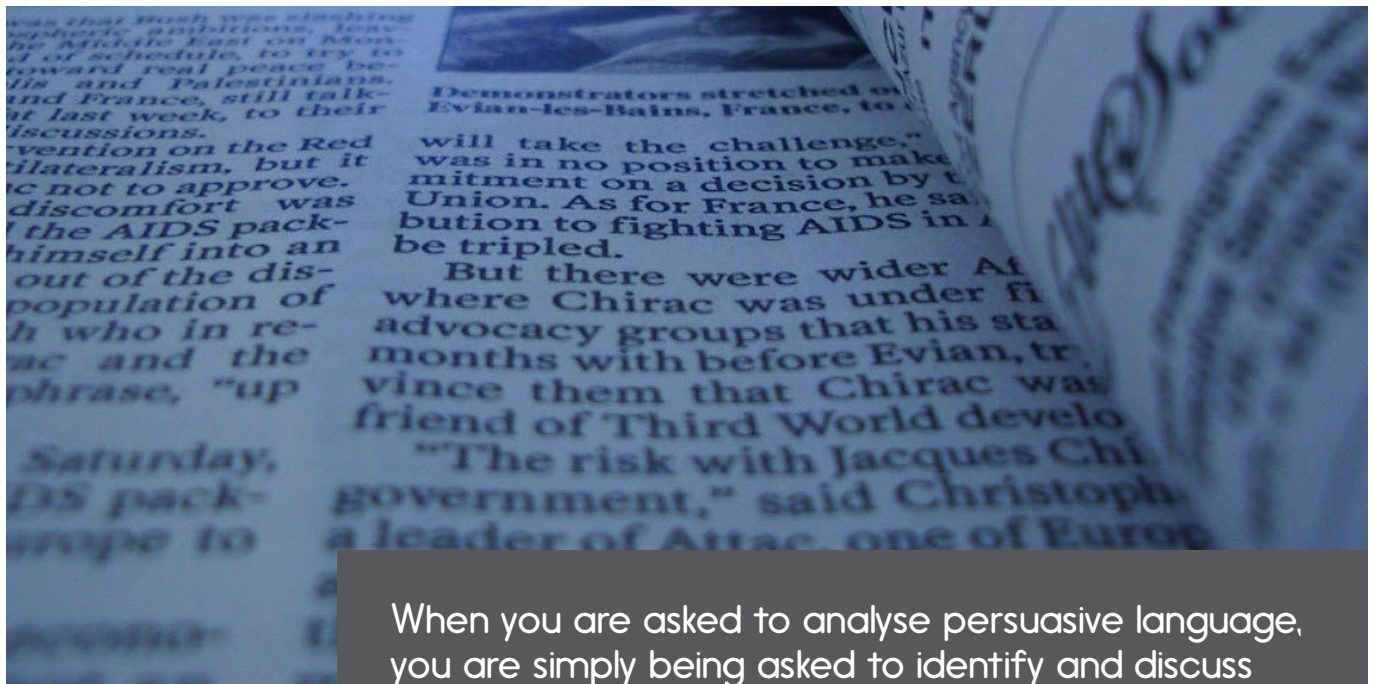
Analysing persuasive language

When you are asked to analyse persuasive language, you are simply being asked to identify and discuss the techniques a writer is using to persuade.

Start by reading through the article several times. As you're reading, think about the words and phrases that help to persuade you. Are there particular words or phrases that make you reconsider your position on the issue or agree with the writer's contention? Is there any language obviously trying to provoke an emotional response?

Highlight or underline these words and phrases. Identify which persuasive techniques are being used. In the margin of the article, jot down how these techniques are being used to influence the audience. What do they make the reader think? What do they make the reader feel?

When you've read through the article several times and you've identified some of the persuasive techniques being used by the writer, consider the tone of the article. It's usually best to identify a word that can be used to describe the tone - such as concerned, emotional or negative - then use your dictionary and a thesaurus to identify a range of words that best describe the tone of the piece. Be aware that tone can change several times in a single piece of writing.



Annotating

Here's an example of how you might annotate an article when first thinking about how a writer has used language to persuade. First, make sure you read the article all the way through. On your second read, highlight the words and phrases that have the most impact on you as a reader. In your annotation, briefly identify the persuasive technique used and how it is intended to make the audience feel.

Pursuing the right course demands an act of piracy

Christopher McKenzie, April 21 2019.

Things were good. For a while. Stan dropped anchor. Netflix cruised into port. Piracy dropped significantly as consumers realised they no longer needed an **eyepatch and cutlass** to watch their favourite films and television programs. A couple of streaming subscriptions would give you access to most of the television you wanted to watch.

Then big entertainment companies started to get greedy, removing titles from the major streaming services and hiding them behind paywalls.

A simple monthly Netflix subscription is no longer enough. You need Disney Plus, YouTube Premium, Stan, Hulu, 10 All Access, Apple TV+, Mubi, Amazon Prime Video and Crackle just to watch your favourite shows. Want to watch *The Twilight Zone*? Subscribe to 10 All Access! Fancy watching *The Mandalorian*? Disney Plus has you covered! **How about *Good Omens*? Sell a kidney on the blackmarket and subscribe to Amazon Prime Video!**

It's a **blatant, foolhardy cash-grab**.

And they have the nerve to call us **pirates**.

Film and television studios could learn a thing or two from the music industry. After a couple of false starts—which involved clinging to physical media, imposing laughable copy-production and

suing grandmothers for copy infringement—the music industry eventually go it right. It doesn't matter which label your favourite artist is signed to. A simple, monthly subscription to Spotify or Apple Music will give you access to all of the music you could ever want to listen to. Don't have the cash to pay for a subscription? Spotify's free accounts are supported by advertising.

So what should we do in the face of an industry that stubbornly refuses to learn? What we've always done. Piracy. If television networks won't give us what we want for a simple monthly fee, we'll **hoist the Jolly Roger** once more and take it for ourselves.

Maybe it was our convict roots. Maybe it was years of being **gouged** by pay-TV providers. Whatever the reason, Australians were some of the most enthusiastic pirates in the world. In 2011, a report by the Australian Content Industry Group revealed that almost 4.7 million Australians pirated films and television online. When Netflix and Stan arrived, this figure dropped precipitously. The fragmentation of streaming services means it's about to start rising again. **Do we really have a choice?**

The use of this seafaring metaphor throughout the article is intended to make piracy seem like a harmless act of 'digital disobedience'.

The use of hyperbole makes subscribing to a number of streaming services seem overly expensive.

The use of emotive phrases with negative connotations makes entertainment companies seem greedy.

Describing entertainment companies as 'pirates' makes them seem dishonest and greedy.

A metaphor intended to make piracy seem harmless.

This word is used for its negative connotations, making entertainment companies seem greedy.

This rhetorical question is intended to lead readers to the conclusion that piracy is the only option.

Although piracy is the wrong thing to do, it forced the industry to evolve. There were growing pains, of course. They tried the heavy-handed approach. Surely suing a couple of teenage girls for downloading *Jersey Shore* will fix the problem. Industry boffins also tried a little scare mongering. “You wouldn’t steal a car,” the anti-piracy commercial warned. The internet responded by confirming that—if possible—not only would they *love* to download a car but they’d also make copies for their friends as well. The industry even flirted with feeble copy protection techniques before basement-dwelling nerds across the globe proved they could be cracked open faster than a can of soda. Piracy is the only reason the industry eventually embraced streaming. If it hadn’t been for these acts of **digital disobedience**, we’d still be **marooned in the era of broadcast television**.

A euphemism for 'internet piracy' →

↑
Another pirate metaphor used to make entertainment companies seem disinterested in the needs of consumers.

While piracy may cause **moderate** losses for the entertainment industry, Australian consumers have proven that they will pay for content when they’re not treated like second-class digital citizens. We need to defy the fragmentation of streaming services by giving the entertainment industry the thorough keelhauling it deserves.

↙
The word 'moderate' is used for its positive connotations, intended to make the audience think that the impact of piracy is minimal.

In the next few years, I’m going to keep the **Jolly Roger hoisted**. If the film and television industry is going to treat Australians like **scurvy-riddled scum**, they’ll have a mutiny on their hands...

← Metaphor referring to traditional pirates, making the idea of pirating seem more harmless

↙ Part of the ongoing seafaring metaphor, this phrase is intended to make entertainment seem uninterested in consumers.

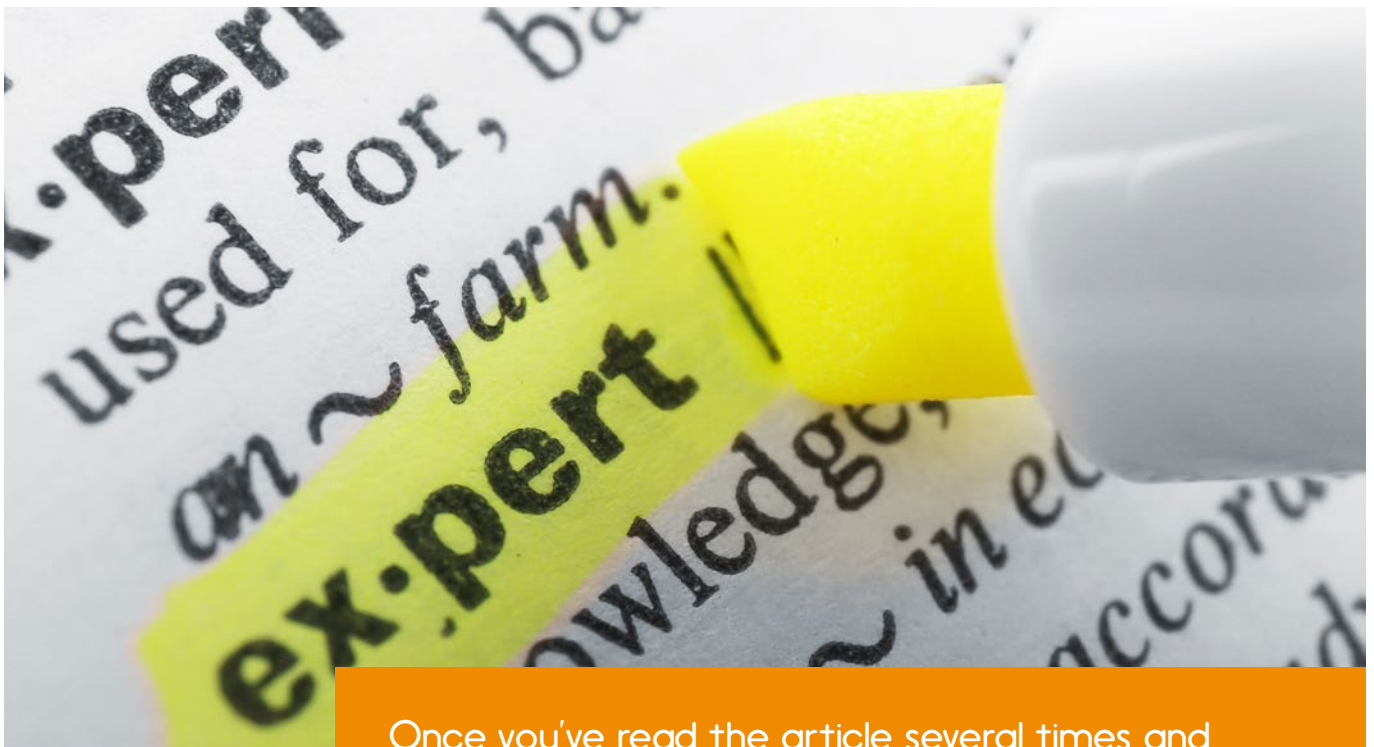
Planning your analysis

Once you've read the article several times and identified a range of persuasive techniques, it's time to start planning your response.

There are two approaches you can take to planning a task like this. The first involves addressing techniques and persuasive language in the order they appear in the article. This approach is effective in exam situations when you don't have a lot of time to carefully plan your response. It's also very straightforward and a good way for students who are unfamiliar with this type of writing. The weakness of this approach is that students can fall into the trap of retelling the article.

Planning your response involves:

- identifying the issue
- identify the writer's contention
- identify the intended audience
- identify the text's tone
- Identify the main arguments in the piece of writing and the persuasive techniques used to support these arguments.



Once you've read the article several times and identified a range of persuasive techniques, it's time to start planning your response.

Planning sheet

Use this sheet to help you analyse any piece of persuasive or argumentative writing and structure a written analysis.

What is the issue being discussed?

What is the writer's contention?

Who is the target audience?

What tone(s) does the writer use to persuade?



Outline the main arguments that the writers employ and the techniques they use to make these arguments.

ARGUMENT #1:

Language device	Example of the language device	Intended effect on audience

ARGUMENT #2:

Language device	Example of the language device	Intended effect on audience

ARGUMENT #3:

Language device	Example of the language device	Intended effect on audience

Sample planning sheet

Here is an example of how you might use this planning sheet to analyse a piece of persuasive writing.

What is the issue being discussed?

Internet piracy.

What is the writer's contention?

That too many streaming services make television too expensive for consumers and they should pirate their favourite shows.

Who is the target audience?

Australians who subscribe to streaming services.

What tone(s) does the writer use to persuade?

The tone of this piece shifts from lighthearted and humorous to outraged and acerbic as he attacks entertainment companies for their 'blatant, foolhardy cash-grab'.

Outline the main arguments that the writers employ and the techniques they use to make these arguments.

ARGUMENT #1: In the article, McKenzie argues that entertainment companies are greedy and foolish by starting up their own streaming platforms to compete with services like Netflix.

Language device	Example of the language device	Intended effect on audience
Hyperbole/appeal to hip-pocket nerve	"How about Good Omens? Sell a kidney on the blackmarket and subscribe to Amazon Prime Video!"	McKenzie's use of hyperbole appeals to the hip-pocket nerve by exaggerating the cost of streaming, encouraging the audience to think the only alternative is piracy.
Attack	"It's a blatant, foolhardy cash-grab."	An attack on streaming companies relying on the impact of the words 'blatant' and 'cash-grab' to make the read feel they are greedy.
Metaphor	"...consumers realised they no longer needed an eyepatch and cutlass to watch their favourite films and television programs."	The ongoing, seafaring metaphor makes like of internet piracy, encouraging the audience to feel that downloading content isn't bad.

ARGUMENT #2: Piracy has been good for the entertainment industry, forcing it to evolve.

Language device	Example of the language device	Intended effect on audience
Euphemism	'digital disobedience'	'Digital disobedience' sounds more positive than 'internet piracy', making it sound less like theft and more like a protest.
Metaphor	"marooned in the era of broadcast television"	This metaphor is intended to make readers feel that entertainment companies are not interested in change and don't care about consumers.

ARGUMENT #3: If consumers don't get what they want, they should simply resort to piracy

Language device	Example of the language device	Intended effect on audience
Simile	"scurvy-ridden scum"	Using the simile "scurvy-ridden scum" continues the pirate theme, suggesting that entertainment companies treat customers poorly.
Metaphor	"In the next few years, I'm going to keep the Jolly Roger hoisted. If the film and television industry is going to treat Australians like scurvy-riddled scum, they'll have a mutiny on their hands..."	This light-hearted metaphor is intended to make piracy seem harmless and mobilise support for these acts of 'digital disobedience'.



Writing your analysis

A clear and straightforward discussion of how a writer is using language to persuade

Once you have thoroughly read the article, annotated it and planned out your response, it's time to start writing. Like all analysis, it's best to make sure that your writing is highly structured.

Writing an introduction

An introduction to an argument analysis essay describes the issue, the author's contention and tone. Use the acronym FATCAT to remember what you need to include in the introduction to an argument analysis essay. It's not necessary to include the information in this order. It is often best, in fact, to vary the structure of your introduction to make it more expressive and less formulaic.

- **Form.** What is the form of the piece of writing? An opinion piece? Letter to the editor? Speech? Blogpost?
- **Author.** Who wrote the piece? What is their involvement in the issue?
- **Title.** Make sure you include the title of the piece in your introduction.
- **Contention.** What is the writer's point of view?
- **Audience.** Who is the intended audience of the text?
- **Tone.** What tone does the writer adopt to persuade their intended audience?

Example introduction

In the opinion article 'Pursuing the right course demands an act of piracy', columnist Christopher McKenzie contends that the growth of different streaming services is bad for consumers and piracy is the only way to encourage these companies to evolve. McKenzie adopts a critical tone, using frequent attacks and an extended seafaring metaphor to persuade Australian consumers that they should download copyrighted material.

Writing your analysis

Writing a body paragraph

In the body paragraphs of an argument analysis essay, you will identify an argument, then discuss the persuasive techniques that a writer uses to support that argument. Always make reference to how different techniques make the reader feel or react. Use the acronym AAPEE to help you structure your response in the most effective way.

- **Argument.** Identify an argument in the text.
- **Analyse.** Analyse the overall approach taken in making this argument.
- **Persuasive technique.** Identify a persuasive technique used to make this argument.
- **Example.** Give an example of that technique.
- **Effect.** Explain its intended effect on the target audience.

You may repeat the PEE part as many times as you like as shown in the example below.

In your analysis you will need to use short examples which help to explain how the writer or speaker has used a particular technique. When you're giving examples, try to keep these quotes short and appropriate. Quoting a few words in a sentence of your own can help to explain the impact of language more successfully than copying in a whole sentence.

Here's an example of how you can successfully incorporate short quotations into your article: "Right from the outset of the article, the writer contends that people who download film and television shows are nothing but 'thieves'. The use of this emotive word helps to influence the readers to believe that internet piracy is wrong."

If you need to include a whole sentence, use a colon to introduce the quote. Towards the beginning of the article, the writer argues that people who download film and television

are doing the wrong thing: "Let's face it. When we download a television program, we're little better than common thieves." The negative connotations of the word 'thieves' encourages the reader to agree that internet piracy is wrong.

When you're writing your analysis, don't just use a quote from the article without any discussion. Remember, you need to explain how language and persuasive techniques are being used to persuade the audience.

Example body paragraph

In the article, McKenzie argues that entertainment companies are greedy and foolish by starting up their own streaming platforms to compete with services like Netflix. McKenzie uses frequent attacks, hyperbole and appeals to the hip-pocket nerve to persuade his intended audience that the fragmentation of streaming services is misguided.

McKenzie's use of hyperbole, claiming that readers will have to sell 'a kidney on the blackmarket' to subscribe to another streaming service, appeals to the hip-pocket nerve by exaggerating the cost of streaming, encouraging the audience to think the only alternative is piracy. McKenzie attacks entertainment companies for their 'blatant, foolhardy cash-grab'. This use of emotive language is highly critical of media companies, the phrase 'cash-grab' is intended to make readers feel that companies are motivated purely by greed and not the interests of consumers.

Writing a conclusion

A good conclusion will provide closure to your analysis. When you're writing the conclusion, bringing your discussion back to the tone of the article can be an effective way to show an understanding of the writer's overall approach to persuasion. If you have been asked to analyse more than one article, the conclusion provides an opportunity to contrast the approach taken by different writers.

Sample analysis

Here is an example of how you might write about how language is used to persuade in the article 'Pursuing the right course demands an act of piracy'.

In the opinion article 'Pursuing the right course demands an act of piracy', columnist Christopher McKenzie contends that the growth of different streaming services is bad for consumers and piracy is the only way to encourage these companies to evolve. McKenzie adopts a critical tone, using frequent attacks and an extended seafaring metaphor to persuade Australian consumers that they should download copyrighted material.

In the article, McKenzie argues that entertainment companies are greedy and foolish by starting up their own streaming platforms to compete with services like Netflix. McKenzie uses frequent attacks, hyperbole and appeals to the hip-pocket nerve to persuade his intended audience that the fragmentation of streaming services is misguided. McKenzie's use of hyperbole, claiming that readers will have to sell 'a kidney on the blackmarket' to subscribe to another streaming service, appeals to the hip-pocket nerve by exaggerating the cost of streaming, encouraging the audience to think the only alternative is piracy. McKenzie attacks entertainment companies for their 'blatant, foolhardy cash-grab'. This use of emotive language is highly critical of media companies, the phrase 'cash-grab' is intended to make readers feel that companies are motivated purely by greed and not the interests of consumers.

McKenzie builds on this argument by suggesting that piracy has ultimately been good for the entertainment industry, forcing it to evolve. When making this argument, McKenzie uses euphemisms to make internet piracy seem harmless and metaphors to persuade readers that entertainment companies don't act in the interests of consumers. The euphemism 'digital disobedience' sounds far more positive than 'internet piracy', making it sound less like theft and more like a protest against entertainment companies that don't act in the interest of consumers. Towards the end of this paragraph, McKenzie uses a metaphor to suggest that without piracy, consumers would still be "marooned in the era of broadcast television". In the eyes of the audience, this metaphor is intended to make readers feel that entertainment companies are not interested in change and don't care about consumers.

Bringing the article to a conclusion, McKenzie argues that if consumers don't get what they want, they should simply resort to piracy. When making this argument, he uses allusions to traditional, seafaring pirates to make internet piracy seem jaunty and harmless. McKenzie begins this argument by claiming that consumers are being treated like 'second class digital citizens'. Developing this metaphor further, McKenzie suggests that entertainment companies are treating consumers like 'scurvy-riddled scum'. This allusion to traditional piracy is intended to make readers think that the entertainment industry is not concerned with the interests of consumers. In conclusion, McKenzie reaffirms his decision to 'keep the Jolly Roger hoisted' and urges consumers to 'mutiny'. This metaphor is intended to make piracy seem jaunty and harmless and mobilise support for these acts of 'digital disobedience'.

Throughout 'Pursuing the right course demands an act of piracy', Christopher McKenzie contends that the fragmentation of streaming services is bad for consumers and piracy is the only way to force them to evolve, using a critical tone, frequent attacks and allusions to traditional piracy to persuade.

Useful phrases

When you're writing your analysis, finding the right words to show your understanding of persuasive techniques can sometimes be the most difficult thing to do. Here are some phrases that will help you improve the expressiveness of your analysis.

In the article

- Towards the beginning of the article...
- From the outset, the writer...
- In the introduction, the writer...
- Midway through the argument...
- Partway into the article...
- In the middle of the article...
- To conclude, the writer...
- When wrapping up the argument, the writer...
- The writer ends with...
- The article ends on a...

Explaining impact

- ...makes the reader feel...
- ...makes the reader think...
- ...leads the reader to the conclusion that...
- ...persuades the reader to conclude...
- ...encourages the reader to think...
- ...helps to convince...
- ...influences the reader to think...
- ...prompts the reader to agree...
- ...makes the reader acknowledge...
- ...helps the reader concede that...
- ...prompts the reader to accept...
- ...makes the reader recognise...
- ...influences the reader to...
- ...guides the reader to the conclusion that...
- ...sways the reader to...
- ...positions the audience to...
- ...brings the audience round...

Linking words

When you're writing an analysis of persuasive language, it's a good idea to vary your use of language. Here are some words that can be used to explain and link ideas.

Additionally

By the same token, further, furthermore, in addition, likewise, moreover, on top of that, similarly.

Contrast

In comparison, conversely, on the other hand, however, regardless, whereas.

For example

For instance, to demonstrate, as an example.

Conclusion

Finally, hence, in conclusion, in summary, therefore.

Proofreading

When you've finished writing your analysis, it's a good idea to proofread your work.

- Have I written a clear introduction which explores the issues and identifies the persuasive texts that will be analysed?
- Have I identified the tone of the article?
- Have I clearly and accurately identified persuasive techniques?
- Have I explained how these techniques may influence the audience?
- Have I used short examples from the article to illustrate my understanding of these techniques?
- Have I written a conclusion that provides closure to my analysis?



Don't forget to proofread your analysis

Things to remember

Read the article several times

Read through the articles you've been asked to analyse several times. As you're reading the article, think about the intended effect of the language. What is the writer trying to make you think and feel?

Highlight and annotate

As you're reading the article, certain words or phrases will stand out as being obviously persuasive. Highlight these words or phrases. In the margins, identify the persuasive technique that is being used and briefly describe its intended impact. How does it make you feel? What does it make you think? How is it positioning you to agree with the writer's point of view?

Think about tone

As you're reading the article, start to think about the writer's tone. What would this piece of writing sound like if it were read aloud? Is it logical and rational? Does it mock or belittle? Is it humorous? Thinking about the overall tone of the article can help you understand how the writer is attempting to persuade.

Plan your response

Use the provided planning sheets to help you think clearly about how an argument is constructed.

Visual texts

If the article you have been asked to analyse is accompanied by a photograph, cartoon, illustration, graph or other visual material, think about the impact that these images have on the reader and how they might reinforce the writer's point of view.

Write an introduction

Always start your analysis with an introduction that shows a clear understanding of the issue debated in the articles that you have been asked to analyse. Your introduction should also identify the title and author of the persuasive texts you have been asked to analyse. If appropriate, introduce the writer and explain their interest in the issue. When you start your analysis, refer to the writer by their full name and thereafter only use their surname. You can use the acronym FATCAT to remember the key information you need to include in your introduction.

Well-structured body paragraphs

Every paragraph of your analysis should introduce a technique and examples to demonstrate its effect on the audience. Use AAPEE structure to clearly identify an argument and discuss persuasive techniques used to make that argument.

Be clear and expressive

When you're writing your analysis, it's important to state your ideas clearly. Don't confuse yourself by using words or phrases that you're unfamiliar with. To avoid repetition and make your analysis more expressive, develop a bank of phrases that you can substitute for phrases like 'this makes the reader feel' or 'this helps to make the reader think'.

Use short, relevant quotations

Short and relevant quotations from the article can help to explain how language and persuasive techniques are being used to influence the audience. Never use a quote from the article without discussing its impact on the audience.

Write a conclusion

A good conclusion will provide closure to your analysis. When you're writing the conclusion, bringing your discussion back to the tone of the article can be an effective way to show an understanding of the writer's overall approach to persuasion. If you have been asked to analyse more than one article, the conclusion provides an opportunity to contrast the approach taken by different writers.

Proofread

When you've finished writing your analysis, it's a good idea to proofread your work. As you're reading, ask yourself whether you have clearly identified a range of persuasive techniques and explained how they influence the reader. When you are proofreading, make sure you eliminate any points that aren't relevant or might be poorly explained.

Feedback

When you've written your analysis of persuasive language, always seek feedback from your peers, parents and teachers. They will be able to help you identify what you can improve on and what you need to focus on next time you write an analysis like this.

Things to avoid

Don't evaluate

When you're analysing the use of persuasive language in an article, you are not being asked to point out the flaws in a writer's argument. Remember, the focus is on how a writer or speaker is using language and various techniques to persuade their audience.

Don't praise

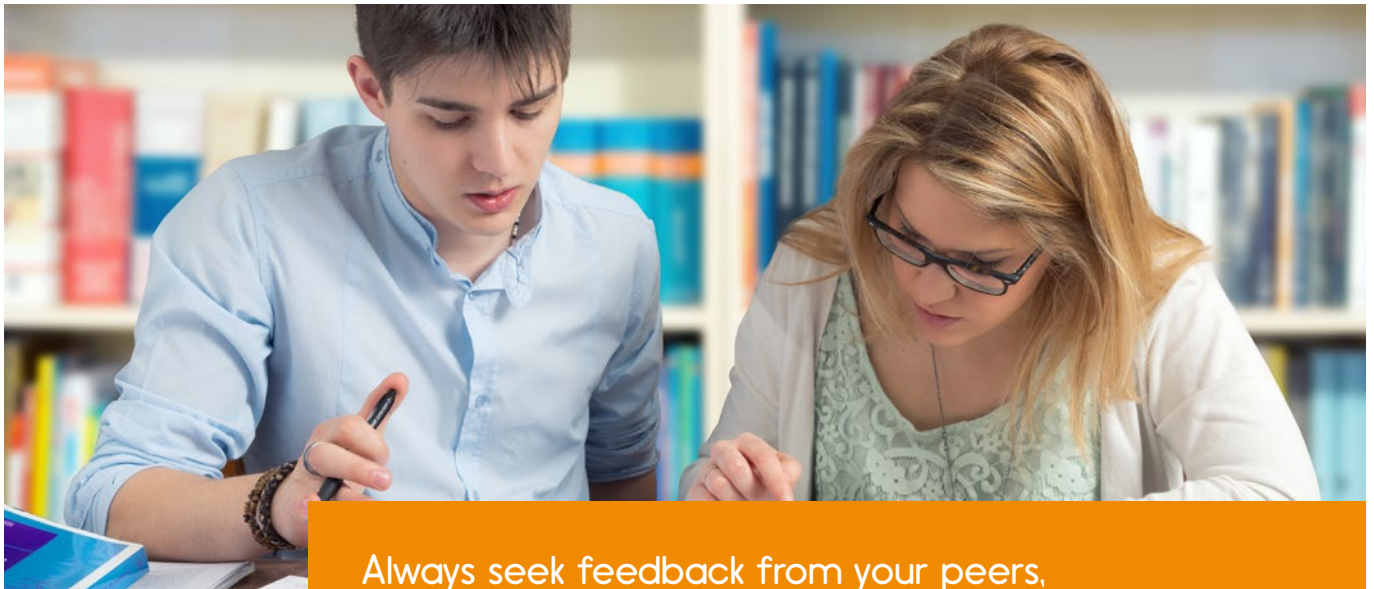
Another common mistake made by students when they are first asked to analyse the use of persuasive language is praising the writer. You are not being asked to give a glowing review of the article!

Don't summarise

If you find yourself simply rewriting the contents of the article, remember that you're being asked to explain how persuasive language is used to persuade. Using phrases like 'this encourages the reader to think' or 'this encourages the reader to feel' can help ensure that you're staying on track.

Don't list

Avoid listing the rhetorical techniques that a writer has used. Instead, focus on particular techniques and explain their intended impact on the reader. Weaker responses often lapse into reciting a 'shopping list' of persuasive techniques. Once you've identified a technique, always give an example and explain its intended impact on the reader.



Always seek feedback from your peers, parents and teachers.



VISUAL
TEXTS





Analysing visual texts

It is often said that a picture is worth a thousand words.

Indeed, persuasive writing is often accompanied by visual material - including photographs, cartoons, graphs and charts - which can help to persuade the reader to agree

with a particular point of view. The images that accompany a piece of persuasive writing are often as powerful as the words themselves.

Analysing photographs

Here are some questions to think about when considering how photographs can be used to persuade. It is often a good idea to start by considering what has been included in the photograph and what has been left out. Photographs, like all media texts, are constructed. When someone takes a photograph, they make decisions about what will be included and left out of the photograph. In newspapers, writers often don't have a say about the images that accompany their article but sub-editors usually choose an image that will reinforce the point-of-view and tone of the article.

Subject

Photographs usually have a subject. This is the focus of the photograph. Although the subject of a photograph is usually a person, this isn't always the case. When you're looking at the subject, think about how they are dressed and their body language. These visual cues can be subtly used to make us think about the issue in a particular way.

Camera angle

Photographers always consider how the camera angle will contribute to the meaning of their photograph.

- **Overshot.** The camera is positioned directly above the subject, looking down. This can create a sense of powerlessness and insignificance.
- **High angle.** The camera is positioned at an angle above the subject, looking down. This camera angle usually makes the subject appear small and powerless.
- **Eye level.** Most photographs are taken at eye level because it is how we're used to seeing the world. It can create a sense of normalcy.
- **Low angle.** The camera is positioned below the subject, looking up, giving them a sense of power and dominance.
- **Undershot.** The camera is positioned directly beneath the subject.

Shot size

Shot size refers to how close the camera is positioned to the subject.

- **Extreme long shot.** An extreme long shot is when the camera is positioned a long way from the subject. Extreme long shots are usually used to show landscapes or cityscapes. This type of shot size could be used to show how vast or large a location is.
- **Long shot.** In a long shot, people are usually visible but there is often a great deal of background as well. Long shots often depict places and provide some sort of commentary about how people in the frame are affected.

- **Full shot.** A full shot shows a person from head to toe. Full shots can be used to show what a person is wearing or capture their body language, both of which can convey a great deal about an issue.
- **Mid shot.** A mid shot shows the subject from the waist up, capturing aspects of their appearance and body language while helping to illustrate their facial expression more clearly.
- **Close up.** Close ups are usually used to emphasise the facial expressions of a subject. Whether pain, anguish, happiness or confusion, the close ups of these expressions can help to persuade an audience to accept a particular point of view.
- **Extreme close up.** Extreme close ups show a very small detail. It might be a shot of someone's eyes or something else entirely. Extreme close ups can create emphasis by capturing a detailed view of something related to the issue.

Lighting

Photographers think carefully about their use of lighting and how this contributes to the meaning created in their photograph.

- **Key light.** The key light refers to the main light in a scene. Shots that are only lit with one light source can create shadows and areas of great contrast on the face of a subject.
- **Fill light.** A fill light is a secondary light source that softens shadows and helps to illuminate the face of a subject.
- **Back light.** A back light is often used to create a subtle halo-effect around the edge of the subject. This can help distinguish them from a dark background.
- **Hard light.** Hard light refers to any light source that emits bright, direct light onto the face of a subject. This creates shadows, emphasises wrinkles and creates a sense of gritty realism.
- **Soft light.** Soft light refers to any light source that is diffused or indirect. This is usually more flattering than hard light because it creates softer shadows.

Colour

Colour always conveys meaning and can be a powerful persuasive technique. Always consider how colour contributes to the meaning conveyed by a photograph and how it might be used to persuade. Are the colours bright and vivid? Are they dull and desaturated? The colours themselves also convey meaning. Red is commonly used to convey passion and romance. Blue might create a sense of sadness or depression. The colour green might be used to reinforce an environmental message.

Focus

When discussing photographs, always consider how focus contributes to the image. Depth of field is a term that refers to how much of an image is in focus. Deep focus is when everything in an image, from the foreground through to the background, is completely in focus. This can help to emphasise the surroundings of the subject. The phrase

'narrow depth of field' is used to describe shots in which the focal distance is quite short. Photographs using narrow depth of field typically have the subject in focus while the background is completely blurred out. This technique can be used to emphasise the subject of the photograph.

Composition

When analysing photographs, always consider how the shot has been composed. Think about the positioning of the subject and objects within the frame. Is the photograph balanced or asymmetrical? How does this help to represent the issue? What does it make the audience think and feel?

When you're explaining how a photograph might be used to reinforce the point of view of an article, don't get bogged down in unnecessary detail. Only discuss techniques that are appropriate and clearly being used to make the audience think or feel about the issue in a particular way.



ACTIVITY

Describe how the above image, which accompanied an article about drug addiction, helps to create a sense of sympathy for the victims of drug abuse.

Analysing cartoons

Cartoons often accompany opinion articles online and in newspapers. Political cartoons often stand alone as persuasive texts. If they accompany an article, they are usually not the work of the writer but often reinforce the message or tone of the article. Cartoons are often used to ridicule and caricature politicians. They might comment on the absurdity of a situation. Although people think about cartoons as light-hearted, they often use black humour to highlight important issues.

Subject

Who or what is depicted in the cartoon? How is the subject portrayed? How is the subject represented when compared to other elements in the illustration?

Tone

It's very useful to think about the overall tone of a cartoon. Is it humorous? Derisive? Dismal? Gloomy? How does the illustration make you feel?

Caricature

Are particular features of the subject exaggerated or ridiculed? What might this make the audience think or feel about the subject?

Colour

What type of colours are used in the illustration? How does this make the audience feel about the issue?

Symbolism

Is there anything in the cartoon that might symbolise or represent something else?

Caption

Is there a caption or any text in the cartoon? How does this make the subject look? What does it suggest about the issue? How does it make the audience feel about the issue?

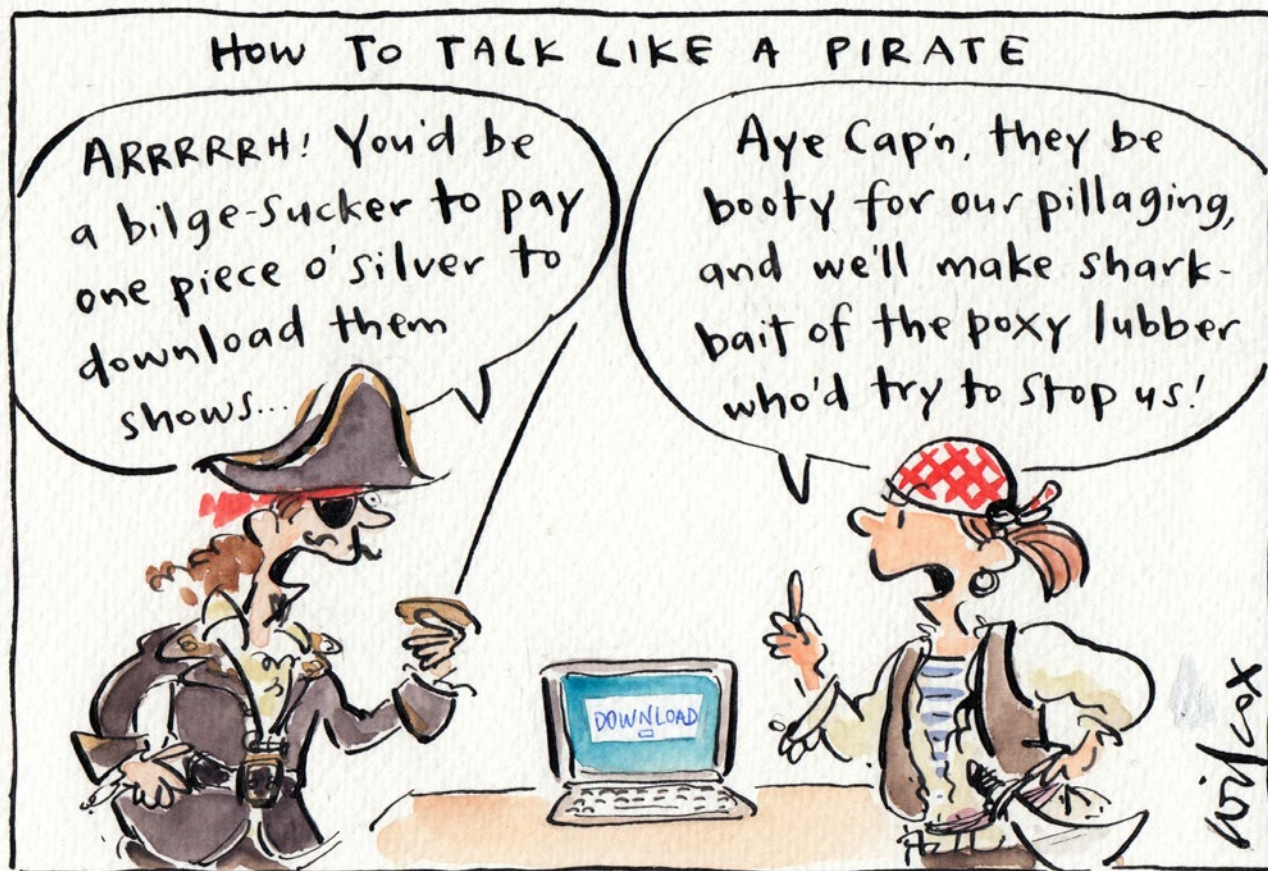


Cathy Wilcox, November 7, 2013.



Ron Tandberg, November 7, 2013.

Cartoon analysis




Cartoon by Cathy Wilcox.



ACTIVITY

In a paragraph of writing, describe how the cartoons above and on the previous page are intended to make you feel about an issue. Your response should make reference to the elements on the previous page.



CASE
STUDY





Case study: Online piracy

What is online piracy?

Online piracy is the process of streaming and downloading creative content, such as television, films, books and music, from sites that host infringing content. The creators/copyright owners of these works recoup their investment and derive revenue from cinema box office, sales to television networks, DVD and Blu-ray sales and legitimate downloads or streams from services that license the content.

Online piracy is one of the most challenging issues facing the creative industries today. If it continues at current rates, creative business will become unsustainable.

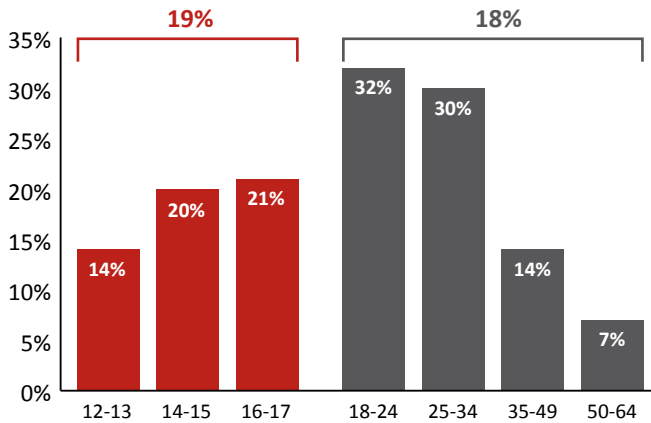
Accessing content from pirate sites deprives the legitimate copyright owners of revenue and affects their ability to finance future films or TV shows. Pirate site operators earn millions of dollars from advertising revenue, with not a single cent going back to the original creators or owners of the work.

Research shows that the primary motivator for Australians of all ages streaming and downloading movies and TV shows from infringing sites is that it is free. But free is not a viable business model.

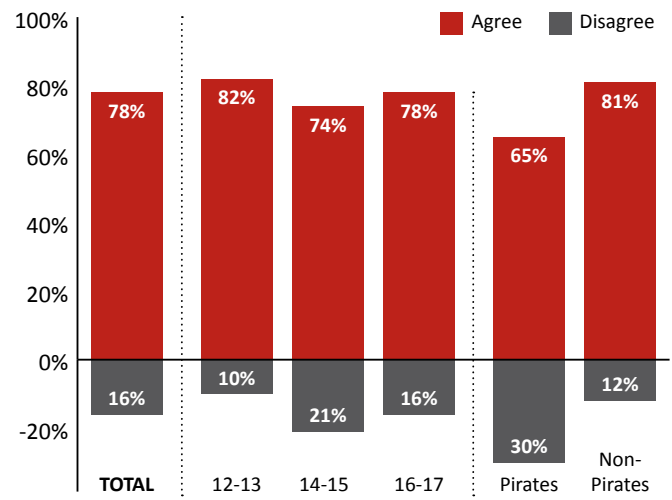
Recent research

Creative Content Australia (CCA) commissions research into the attitudes and behaviours of Australians in relation to online piracy of movies and TV programs. The research is conducted by Sycamore Research, an independent research organisation, in partnership with Omnipol.

Active Pirates by age - 2018



Downloading / streaming pirated content is theft



Research shows that 19% of Australians aged 12-17 and 18% of Australians aged 18-64 download and stream film and TV content from sites that host infringing content.

Using sites that host infringing content comes with high risks, with 75% of ads potentially exposing users to malware, spyware and identity theft. The majority of 12-17 year-olds who use websites to access infringing content recall viewing gambling advertisements and pop ups, and more than a third recall seeing sex industry advertisements.

78% of Australians aged 12-17 believe that downloading or streaming pirated content is stealing and almost half agree that the internet should be more regulated in order to prevent piracy— only 19% disagreed. Furthermore, 68% say that blocking websites and apps that profit from pirated content in Australia is a good idea.

As access to a large number of legal content services increases, along with growing barriers to accessing pirated content online, the incidence and volume of piracy is decreasing. Despite anecdotal assertions that “everybody does it”, pirating movies or TV shows is not the social norm amongst Australians - only 32% of Australians now believe that “piracy is something that everybody does”, compared to 66% who believed that in 2012

A study in stealing

Jenna Schulberg, April 02 2019.

I've got a confession to make: I really love *Sherlock*. The modern reimagining of Sir Arthur Conan Doyle's classic detective starring Benedict Cumberbatch is engrossing television. Its feature length episodes feature the type of sharp writing and slick production values traditionally found in a Hollywood blockbuster. It's the type of quality entertainment that has led scholars and armchair critics to suggest we're currently in the second golden age of television. Another confession: I paid for *every single episode*. First from iTunes. Then, later, by subscribing to the Australian streaming service Stan. Why? I reckon the writers, actors, camera operators, gaffers and catering staff on such a tremendous show should be rewarded for their hard work.

And I hope that the people who invested in that show will see some return on investment and provide the money for another series, giving all those actors, gaffers and caterers more work. And, these days, most Aussies agree with me.

Some claim blocking access to piracy sites, such as The Pirate Bay and Kickass Torrents, was a shot across the bow of internet piracy. Others suggest the decline in piracy is due to the rise of affordable streaming sites like Netflix, Stan and Amazon Prime. I've got a slightly different theory. Australians are a decent bunch. We believe in a fair go. We believe people should be paid for doing their jobs, just as I expect to be paid for doing mine. And, ultimately, we believe in doing the right thing.

With the launch of new streaming services, Australians demonstrated their willingness to pay for quality television by subscribing to these services. Combined with the increasing friction of accessing pirated content, the number of active pirates in Australia dropped from 28 percent in

2014 to just 18 percent in 2018. The message from Aussie consumers is clear: we love great television and we're willing to pay for it.

This shift in behaviour means piracy is no longer the norm. According to a recent survey, only 32 percent of Australians think piracy is something that everyone does. In fact, it's fast becoming socially unacceptable—like throwing litter from a car window, lighting up a cigarette in a childcare centre or wearing double denim. If your mate did light up a ciggie in a kindergarten, it might be time for a quiet word. That's precisely what's happening with piracy. By subscribing to streaming services and purchasing content legally, we're showing our friends the advantages of doing the right thing. When consumers do the right thing, everyone wins.

Supporting creative industries encourages further investment in quality television. Netflix is a great example. Netflix's subscription model funded a \$12 billion splurge on new content in 2018. That's a massive amount of new telly for a simple monthly subscription. No wonder even the most bloodthirsty pirates are lowering the Jolly Roger and sailing for calmer waters.

Even though the marketplace is gradually becoming crowded, subscribing to your favourite streaming services is pretty cheap. Even signing up to Netflix, Stan and Apple Music could be less than a trip to the movies for two and a popcorn combo and gives you access to a vast library of films, TV shows and music.

It's a no-brainer, really.

Or, as my favourite fictional detective might say, it's elementary.

Pursuing the right course demands an act of piracy

Christopher McKenzie, April 21 2019.

Things were good. For a while. Stan dropped anchor. Netflix cruised into port. Piracy dropped significantly as consumers realised they no longer needed an eyepatch and cutlass to watch their favourite films and television programs. A couple of streaming subscriptions would give you access to most of the television you wanted to watch.

Then big entertainment companies started to get greedy, removing titles from the major streaming services and hiding them behind paywalls.

A simple monthly Netflix subscription is no longer enough. You need Disney Plus, YouTube Premium, Stan, Hulu, 10 All Access, Apple TV+, Mubi, Amazon Prime Video and Crackle just to watch your favourite shows. Want to watch *The Twilight Zone*? Subscribe to 10 All Access! Fancy watching *The Mandalorian*? Disney Plus has you covered! How about *Good Omens*? Sell a kidney on the blackmarket and subscribe to Amazon Prime Video!

It's a blatant, foolhardy cash-grab.

And they have the nerve to call *us* pirates.

Film and television studios could learn a thing or two from the music industry. After a couple of false starts—which involved clinging to physical media, imposing laughable copy-protection and suing grandmothers for copy infringement—the music industry eventually got it right. It doesn't matter which label your favourite artist is signed to. A simple, monthly subscription to Spotify or Apple Music will give you access to all of the music you could ever want to listen to. Don't have the cash to pay for a subscription? Spotify's free accounts are supported by advertising.

So what should we do in the face of an industry that stubbornly refuses to learn? What we've always done. Piracy. If television networks won't give us what we want for a simple monthly fee, we'll hoist the Jolly Roger once more and take it for ourselves.

Maybe it was our convict roots. Maybe it was years of being gouged by pay-TV providers. Whatever the reason, Australians were some of the most enthusiastic pirates in the world. In 2011, a report by the Australian Content Industry Group revealed that almost 4.7 million Australians pirated films and television online. When Netflix and Stan arrived, this figure dropped precipitously. The fragmentation of streaming services means it's about to start rising again. Do we really have a choice?

Although piracy is the wrong thing to do, it forced the industry to evolve. There were growing pains, of course. They tried the heavy-handed approach. Surely suing a couple of teenage girls for downloading *Jersey Shore* will fix the problem. Industry boffins also tried a little scare mongering. "You wouldn't steal a car," the anti-piracy commercial warned. The internet responded by confirming that—if possible—not only would they *love* to download a car but they'd also make copies for their friends as well. The industry even flirted with feeble copy protection techniques before basement-dwelling nerds across the globe proved they could be cracked open faster than a can of soda. Piracy is the only reason the industry eventually embraced streaming. If it hadn't been for these acts of digital disobedience, we'd still be marooned in the era of broadcast television.

While piracy may cause moderate losses for the entertainment industry, Australian consumers have proven that they will pay for content when they're not treated like second-class digital citizens. We need to defy the fragmentation of streaming services by giving the entertainment industry the thorough keelhauling it deserves.

In the next few years, I'm going to keep the Jolly Roger hoisted. If the film and television industry is going to treat Australians like scurvy-riddled scum, they'll have a mutiny on their hands...

It's theft, pure and simple...

Renee Grace, April 18 2019.

Businesses in Australia and across the world have responded to what customers want. The choice of shows you can watch today is truly staggering. Today Australians can watch content on Foxtel, ABC iview, Stan, Freeview, Netflix, Animelab, DocPlay, Apple, Amazon and many, many more. Indeed, there is such an explosion of content, at very reasonable prices, released at the same time globally, that it is simply not possible to argue, in defence of pirates, that they only pirate because they can't get the latest show.

The Government and business have also worked effectively together to help reduce piracy with the passing of the illegal site blocking legislation. The law enables copyright owners to seek court orders for ISPs to block access to web sites that are hosting material that is in breach of their copyright. Put more simply, sites run by people who steal content to sell can finally be shutdown.

After all, piracy is a multi-million dollar enterprise, not just kids in a basement swapping files. Pirate sites are often run by criminals profiting handsomely from the theft of other people's creative work, with not one cent going back to the original creators or owners of the work.

Australian research in 2018 showed that site blocks resulted in a 25% reduction in piracy overall and a 53% reduction in use of the online pirate sites subject to a blocking order. This reflects many global studies that demonstrate how site blocking not only drives down piracy rates, but increases traffic to legitimate content sites.

The research confirms that assertions made by vocal opponents of site-blocking - who claim site blocking is ineffectual - are unfounded and incorrect. The reduction in piracy offers proof that site-blocking is not only working well, but hasn't **broken** the internet.

Site blocking has long been used for a number of law enforcement purposes including INTERPOL- sanctioned global blocks of child pornography sites, and sites promoting terrorism, racism, online gambling and so on.

And, as international public policy expert Hugh Stephens points out, "There is nothing special about the digital environment that suspends the laws of gravity when something is done online. If it is illegal in the offline world, it is illegal in the online world, and using online measures to respond to illegal online activity, it seems to this observer, is reasonable and proportionate."

Moreover, the creative sector is a significant contributor to the Australian economy - the creation of Australian screen content injects \$3 billion into the Australian economy annually, generating more than 25,000 jobs.

Tackling online copyright infringement, and encouraging greater use of legal services will help ensure that our creative industries continue to provide jobs and growth for years to come.

It's an economic reality that people should be paid for their work, and while the creative industries might seem glamorous and disconnected from many in the "real" world, they are workers with obligations and aspirations like everyone else. Downloaders, and the theft they perpetrate, are increasingly challenging the whole economic construct of intellectual property production. It isn't cool and it is most definitely theft.

At the end of a hard day's work, you expect to be paid and it's no different for the people who work hard to make the movies, TV and online shows that you love to watch.

A social media discussion about internet piracy



OPINION | BY CHRISTOPHER MCKENZIE, APRIL 21 2019.

Pursuing the right course demands an act of piracy

Things were good. For a while. Stan dropped anchor. Netflix cruised into port...



Michael Wallace This is so true. Do these companies honestly think we can afford to subscribe to six or seven different services? Everyone should be able to enjoy films and TV even if they can't afford it. Piracy hasn't affected the industry at all. Back in the 1980s, record companies whipped themselves into a frenzy over cassette tapes, claiming that people recording songs from the radio would devastate the recording industry. What a load of rubbish! Companies also went ballistic when people started recording television programs with VCRs. To their disgust, some people even shared these recordings with their friends. The horror! Did the entertainment industry collapse? Of course not. Despite the rise of internet piracy, the film and television industries have continued to be obscenely profitable.

[Like](#) | [Reply](#) | 4h



Louise Tang So the people working in film and television should suffer just because you don't want to pay for something? We should overhaul the entire industry because you don't feel like spending a couple of dollars? I've downloaded my fair share of films and television but, eventually, I decided enough was enough. I stopped when I started uploading my own short films to YouTube. I'd spent hours writing scripts, storyboarding, convincing friends to act for me and cutting it together. Filmmaking is something that I love. Eventually, I'd like to make it profitable. I don't have any illusions about becoming a famous director. I'd just like to work in the industry. Maybe as a camera operator or an editor. Thinking about employment, it finally dawned on me. It's difficult enough finding jobs in the entertainment industry without the threat of piracy. Every time you decide not to pay for something, you're stopping ordinary people from doing something that they love.

[Like](#) | [Reply](#) | 4h



Jay Ball I'm a film editor and I'm pretty sure that when people illegally download films they are not thinking about the impact this has on my profession and my livelihood. Let me tell you, it does! When film investors are unable to recoup their money because of the effects of piracy, fewer films are made. When fewer films are made, jobs like mine become even scarcer. So good luck **Louise Tang**, trying to get regular work when people like **Michael Wallace** are around.

[Like](#) | [Reply](#) | 4h



Michael Wallace If films lose so much money, why are we are always hearing about the zillions of dollars made by the Hollywood Studios?

Like | Reply | 4h



Jay Ball What you hear about is the total amount taken at the Box Office. That's not the profit for a film. That amount is split between the cinemas and the distributors with a big chunk of it going to paying off the marketing expenses (millions of dollars for big movies). Then the production budget has to be recouped before the investors and producers ever see any return. Only a tiny percentage of films ever make a profit.

Like | Reply | 4h



Daniel Kapitan If we're going to crack down on piracy, maybe we ought to ban libraries too! After all, you can walk into a library and borrow a new hardcover book without paying a cent. Armed with their rubber stamps and barcode readers, these librarians are a vile scourge on the publishing industry. They must be stopped. How are best-selling authors expected to sleep at night with these criminals sharing their books? The film and television industry also claims that if people don't abandon piracy their favourite shows will disappear overnight. This couldn't be further from the truth. People have been telling stories for thousands of years. It's only in the last century that people have been making obscene amounts of money from it. People will continue to make films and television. The only thing that will disappear overnight is the antiquated way that studios are trying to squeeze every last cent out of creative people.

Like | Reply | 3h



Rob Miller @Daniel Kapitan: it's ridiculous to equate your borrowing of a book to the, for example, 54 million illegal downloads of the 1st episode of the final season of *Game of Thrones* compared to the 17 million people who saw it legally. The sharing of physical media - individually or through a library - is not close to the revenue lost from the massive audiences able to stream or download a single online copy of a movie.

Like | Reply | 3h



Warren Douglas I haven't paid for movies for years. Every single film, book, TV show and video game made in the last fifty years is on torrent sites. Who in their right mind would pay for this stuff? You're just allowing filthy rich CEOs to buy their third gold plated helicopter. Besides, if I download something I've just copied it. There's no theft involved at all. If piracy is such a big problem then why is the movie industry making record profits? If you want to make a profit, sell films and TV shows via torrent sites for \$1. That's a fair price. After all, you're not actually selling anything.

Like | Reply | 3h



Liz Freeman While you're not taking anything physical when you download a movie, you're reducing the value of the work to zero by choosing to pay nothing for it. The value of the download is not in the download. It is in the years of creative efforts of the thousands of people who made that movie.

Like | Reply | 2h



Daniel Kapitan The thing that's slowing down my access to stuff online is the endless redirection to blocked-site messages and the massive amount of malware on so many pirate sites. The increase in virus-ridden pop ups and the links to scam sites is doing my head in.



Louise Tang Your point about libraries is flawed, **Daniel Kapitan**. It only takes one person to write a novel. Films, television programs and video games usually have hundreds of people working on them. It's expensive to create this stuff, particularly when studios are for professionals at the height of their careers - whether they're writers, cinematographers or actors. Also, **Warren Douglas**, are you crazy? Movies cost hundreds of millions to make, it seems only right to pay \$30 to own it as a digital download. It's a token amount given the millions of dollars and thousands of hours people spent making it. When I think of it that way, it's a bargain, really. When a film comes out by my favourite director, I'm more than happy to spend money on cinema tickets and popcorn. I've made a little money on the side shooting and editing videos for friends and family. I'm more than happy to spend this money on the films and television programs that I genuinely enjoy. Don't you think the people who made this stuff deserve to be rewarded?

Like | Reply | 2h



Liz Freeman Hey **Warren Douglas**, it's not only overpaid stars that work on shows. There are thousands of ordinary people who also do. Think of those endless lists of credits at the end of every film. If less films are made because investors are not making money due to piracy, those people won't work. And if less films are made, I have less choice of what to watch.

Like | Reply | 2h



Jane Rogan Copyright should not exist. If you don't want to be copied, do not publish, record etc. Once it's in the world, it belongs to everyone. Private monopolies are no more acceptable than business ones.

Like | Reply | 2h



Robert Alston Actually, copyright is essential to protect creative work and allows the people who took on the risk of creating something (a movie, a book, a piece of music) to be rewarded for their work. If you are not going to earn a living from the years of hard work you put in, what's the incentive to create?

Like | Reply | 1h



ACTIVITIES

#1: Select one of the pieces of writing from this section and read it carefully, underlining the words and phrases you think are being used to persuade.

#2: Write a short analysis of this piece of writing, explaining how the writer uses written language to persuade.

Persuasive writing activities

Now it's time to try your own hand at persuasive writing. Choose one of the tasks from the list below. Think carefully about your argument and the different persuasive techniques you might use to convince your reader of your point of view.

Letter to the editor

Write a letter to the editor stating your opinion on internet piracy. Remember to think about the issue and gather evidence to support your points of view.

Feature article

Find out more about online piracy, such as the facts about its impact on the entertainment industry. Write a feature article exploring the arguments for and against internet piracy.

Leaflet

Create an anti-piracy leaflet aimed at teenagers to discourage them from pirating films and television programs. What arguments would you make to discourage people from doing this?

Advertisement

Create an A3 advertisement which aims to discourage piracy. Try to think of clever and memorable slogans that will help persuade your target audience. Also provide a few paragraphs of further information.

TV advertisement

Write the script and storyboard a short advertisement about internet piracy.



ASSESSMENT:
45mins



Assessment task

What do you think about the issue of internet piracy? Write a letter to the editor stating your opinion on this topic.

Planning

Read over the facts and figures on the following page for facts, figures and arguments that might help you write your letter.

Introduction

Start off with an introductory paragraph which clearly states your contention on the issue.

Paragraphs

Organise your arguments into paragraphs, providing arguments or evidence to support your opinion.

Persuasive techniques

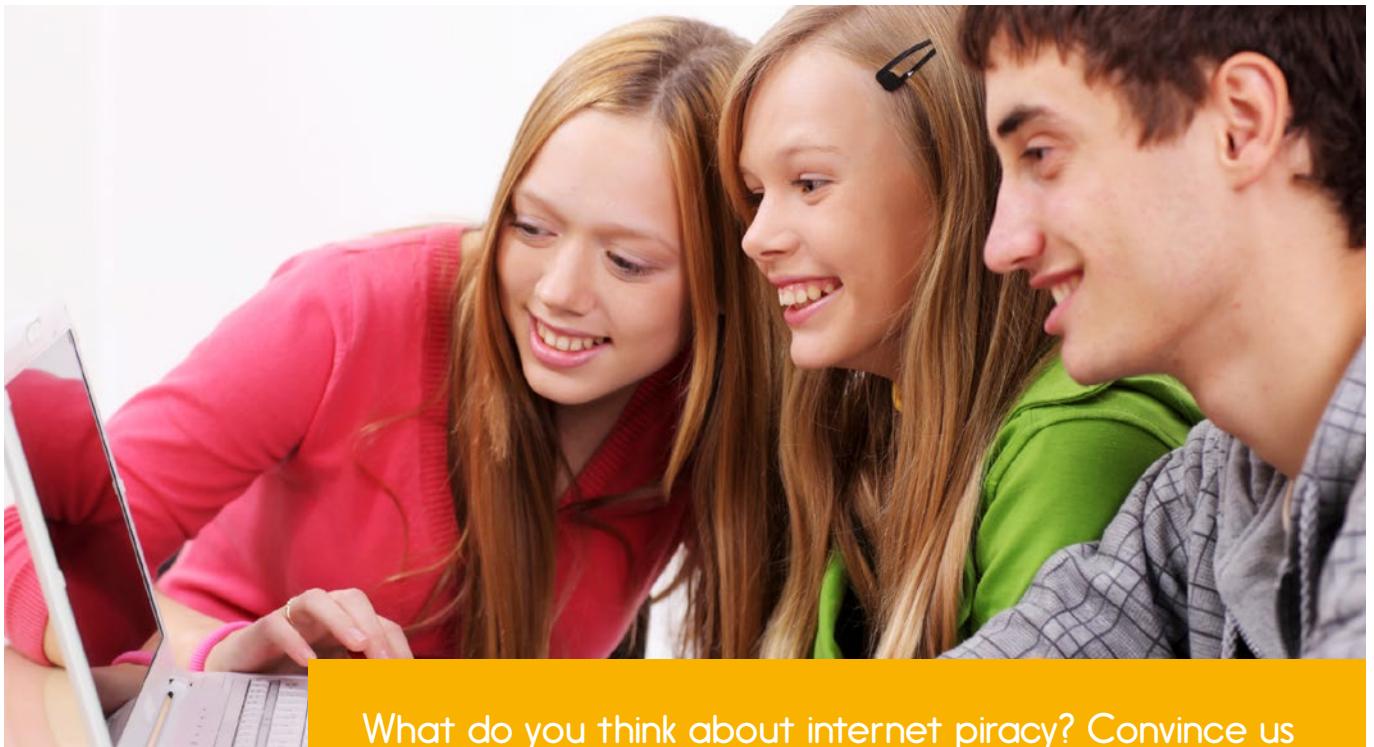
Think about how you might use persuasive techniques - such as emotive language, metaphor or simile - to help persuade your reader.

Conclusion

Finish with a concluding paragraph which brings your argument to a close and ends on a persuasive and convincing note.

Proofreading and editing

Edit your writing when you are finished to ensure there are no mistakes, such as spelling or punctuation errors.



What do you think about internet piracy? Convince us of your opinion using persuasive techniques.

Arguments about piracy

Arguments against piracy

- Piracy is a form of theft
- Subscription services like Foxtel Go, Netflix and Stan make it so easy to access the latest content online.
- Most films and TV shows are released in Australia at the same time as the US, and at a low cost, so there is no reason to find infringing copies online.
- It's increasingly more difficult to find free pirated content which hasn't been blocked
- Websites that host pirated content make enormous profits from advertising pornography, gambling and scams. Not a single cent goes back to the creators.
- Much of the advertising on pirate sites is malware or scams which can infect your computer with viruses or compromise your cyber security.
- Films and television programs are expensive to produce and piracy affects financial returns to the industry. If content isn't profitable, it impacts the ability of the industry to finance more films or TV programs.
- If fewer films are made, there are fewer jobs for Australian creatives and less choice for consumers.
- It should be up to the filmmaker to decide how their work is released and monetised.
- When you pay to watch a film or TV show, you're supporting the industry and keeping thousands of crew members and cast in work. The Film and TV Industry in Australia generates 25,000 full time jobs each year.
- Morally, it's the wrong thing to do. 78% of teenagers agree that it's theft.

Arguments for piracy

- Pirated films and television programs are free.
- Sometimes pirated films and television shows are available before they are released in Australia and we're entitled to see content at the same time as other people.
- Some programs are not legally available for purchase on all devices.
- The companies that make film and television programs and the actors who are in them appear to make a lot of money.
- Using a subscription television service means that I have to pay for channels and content that I don't want.
- It's a way to preview films and television before purchasing.
- I'm already paying for my internet downloads so why should I pay more for the content?
- It's sharing, not theft.
- It's just a digital copy and therefore has no real value.
- I'm just one individual. How can my activity have any impact on the film and television industry?
- Copyright is wrong - all content should be free

Persuasive writing: assessment sheet

NAME:

	Very High (5 marks)	High (4 marks)	Medium (3 marks)	Low (2 marks)	Very Low (1 marks)
Structure	<p><input type="radio"/> A very well developed argument which is divided into paragraphs. There is an introduction, body paragraphs with supporting evidence and a strong conclusion.</p>	<p><input type="radio"/> A well developed argument which is divided into paragraphs. There is an introduction, body paragraphs and a conclusion.</p>	<p><input type="radio"/> You have organised your ideas into paragraphs but there might not be a clear introduction and conclusion. Your ideas needed to be organised more carefully.</p>	<p><input type="radio"/> Little organisation. You may not have an introduction, conclusion or body paragraphs with supporting evidence.</p>	<p><input type="radio"/> Very little organisation. No introduction, conclusion or body paragraphs with supporting evidence.</p>
Persuasive devices	<p><input type="radio"/> You have used a range of persuasive techniques, such as emotive language, metaphor or rhetorical questions, in a sustained and confident way</p>	<p><input type="radio"/> You have used a range of persuasive techniques such as emotive language, metaphor or rhetorical questions.</p>	<p><input type="radio"/> You have used some persuasive techniques, such as emotive language, metaphor or rhetorical questions, throughout your writing.</p>	<p><input type="radio"/> You have used a few persuasive techniques, such as emotive language, metaphor or rhetorical questions, throughout your writing.</p>	<p><input type="radio"/> You have used very few persuasive techniques, such as emotive language, metaphor or rhetorical questions, and mainly rely on just stating opinion.</p>
Vocabulary	<p><input type="radio"/> You have used a range of words related to the topic in a confident, precise and expressive manner.</p>	<p><input type="radio"/> You have used a range of words related to the topic in a confident manner.</p>	<p><input type="radio"/> You have used words appropriate to the topic that help you to convey meaning but some words may have been used incorrectly.</p>	<p><input type="radio"/> Although you have used some words appropriate to the topic, they are often simple. More difficult words may be used incorrectly.</p>	<p><input type="radio"/> Mostly simple words have been used and your work is very short.</p>
Punctuation and spelling	<p><input type="radio"/> Your spelling is correct and you have used a sophisticated and varied vocabulary.</p>	<p><input type="radio"/> Most of your spelling is correct and you use a good range of words appropriate to the task.</p>	<p><input type="radio"/> There are a few spelling errors in your work, you need to ensure you use a spelling checker, dictionary and have someone look over your essay to eliminate such errors.</p>	<p><input type="radio"/> There are many spelling errors which suggests that you need to proofread your work more carefully and get someone else to read over it.</p>	<p><input type="radio"/> There are many spelling errors which suggests that you need to proofread your work more carefully. Make a list of these words and try to learn them.</p>

TOTAL: / 20

Credits

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