PERSUASION is a form of speaking or writing that aims to move a particular audience to take action. The goal of persuasion is not merely to win the audience’s agreement but also to make the audience act.

A persuasive speech or essay generally includes:

1) a call to action

2) proof supporting the speaker’s position and motives for taking the action

3) a heightened style intended to move the audience emotionally

a) emotional appeals
b) imaginative appeals

3) use of imagery, metaphors, allusions
d) parallelism — repeated grammatical structures

e) rhetorical questions

f) repetition / restatement

p. 169 / p. 124 (red book)