



PERSUASIVE MESSAGING

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What is persuasive messaging?

**Using language and images
to persuade an audience.**

WHY IS PERSUASIVE MESSAGING IMPORTANT?

- Lots of competition online.
- Generates revenue. Leads to increases in:
 - sales for products
 - subscription services
 - website traffic
 - advertising revenue
- Influences behavior.
 - Which products are purchased
 - Starts / changes conversations
 - Has ability to influence beliefs, point of view, ideology

WHY IS PERSUASIVE MESSAGING IMPORTANT ONLINE?

- Online users parse through information quickly.
 - Chartbeat (2014) researched 2 billion visits online produced by 580,000 articles on 2,000 websites:
 - 55% of people spent fewer than 15 seconds actively on a page
 - News topics were clicked on and engaged with the most

RHETORICAL APPEALS



RHETORICAL APPEALS

- Rhetoric: The ways we use language in our speaking and writing to influence people.
 - Ethos
 - Pathos
 - Logos
- Also known as the “modes of persuasion” or the “Aristotelian appeals”

ETHOS

- *Authority or credibility appeals*
 - The speaker/writer:
 - is knowledgeable about the information shared
 - is ethical, has integrity
 - has goodwill, audience's best interests in mind

PATHOS

- *Emotional appeals*

- The speaker/writer:

- persuades through emotional pleas like guilt, anger, fear, happiness, and love

- uses demographics and psychographics to appeal to emotions

LOGOS

- *Appeal through reason and logic*
 - Inductive reasoning
 - Using facts or specific scenarios to make a general rule
 - *McDonald's workers are paid low wages. Burger King employees are paid minimum wage. Fast food workers don't make much money.*
 - Deductive reasoning
 - Using general rule or case to make specific claims
 - *Obamacare has insured millions of previously uninsured people; therefore, Americans will be healthier.*

PERSUASIVE TECHNIQUES

PERSUASIVE TECHNIQUES: BASIC

➤ Bandwagon

- Pump up the value of “joining the party”
- “Everybody’s doing it.”

➤ Plain Folks / Everyday People

- Making the leader seem ordinary, increases trust and credibility.

➤ Testimonial

- Testimony of an independent person is seen as more trustworthy.

PERSUASIVE TECHNIQUES: INTERMEDIATE

➤ The Big Lie

- Make a claim that is so outrageous that people will assume that it cannot be a lie, and so accept it as truth.

➤ Glittering Generalities

- Use power words to evoke emotions.
- *“Freedom”*

➤ Name-Calling

- Denigrating opponents.

PERSUASIVE TECHNIQUES: ADVANCED

➤ Card-stacking

- Build a highly-biased case for your position.

➤ Denial

- Escape responsibility for something unpopular or controversial.

➤ Scapegoating

- Blames a problem on one person or group.

MORE PERSUASIVE TECHNIQUES

➤ Calls to action

- **Girl Rising:** “Join the Girl Rising community and become a champion for girls’ education Use your voice and talent to help us create meaningful change: spread the message, raise funds, and rally your community to advocate for policies supporting girls’ education. Now is the time. Educate Girls, Change the World”

➤ Character Assassination

- Destroy the person.

➤ Information Management

- Knowledge is power.

MORE PERSUASIVE TECHNIQUES

- Slogans

- Impactful catchphrases.

- Stereotyping

- Classify the other side negatively.

- Transfer

- Associate the leader with trusted others.

QUICK TIPS

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- Grammar and spelling
- Copywriting: Present tense, clear and concise
- Active voice
 - *“The guitar was played by Ed Sheeran.”* (passive)
 - *“Ed Sheeran played the guitar.”* (active)
- Evoke strong imagery
 - Descriptive words and adjectives

QUICK TIPS

- Use literary devices
 - Similes, metaphors, anecdotes, alliteration
- Personal pronouns
 - We, I, us, our
- Define your voice
- Create a strong tone
- Edit and revise!

PSYCHOLOGY AND CONTENT MARKETING

APPLYING PERSUASIVE TECHNIQUES TO DESIGN

- Persuasion involves more than words
 - Aesthetics and user experience can make a website/app more persuasive.
- Elaboration Likelihood Model (ELM)
 - **Central route processing:** Audience cares more about the message
 - **Peripheral route processing:** Audience pays less attention to message, influenced by secondary factors (source credibility, visual appeal, presentation)
- If you want people to pay attention to your content, make it relevant and easy to understand.

FOGG BEHAVIOR MODEL

- Three elements must combine for behavior to occur:
 - **Motivation:** Strong messages that show why product/content is relevant to audience.
 - **Ability:** Convey message in a way that your audience understands.
 - **Trigger (Call to action):** Most effective when actionable, personalized, and timely.

CIALDINI'S PRINCIPLE OF PERSUASION

- Users look for “shortcuts” to help decide to do something.
 - **Status Quo:** Offer risk-free mechanisms.
 - **Reciprocity:** The more you give, the more you get.
 - **Social Proof and Acceptance:** Show case studies, testimonials, reviews.
 - **Scarcity and Fear of Missing Out:** Limited time offers.