

Persuasive language II

This task is about identifying persuasive language techniques.

Select the persuasive language technique that is used in each of these excerpts from debates.

Excerpt from debate:

"Let us consider the question of sport. My dad told me that the America's Cup is organised for millionaires and funded by the money the Australians pay us to lose to them in all sports."

- Emotional argument**
An argument based on feelings, not logic.
- Doubtful authority**
An argument supported by a person who is not accepted as an expert.
- Circular argument**
An argument that goes round and round and never gets to the point.
- Irrelevant conclusion**
An argument not proven by the ideas put forward.
- Limited example**
An argument that only applies in a few situations.
- Stating the obvious**
An argument that claims something everybody already knows.
- Personal attack**
An argument that criticises the speaker instead of what they have said.

Excerpt from debate:

"Yet the confused looking affirmative team say this is a good thing for New Zealand."

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Excerpt from debate:

"Listen - I love New Zealand. I love the All Blacks and the Tall Ferns. We should get down on our knees and thank the sporting gods for them."

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Excerpt from debate:

"And what about Peter Hillary climbing Everest? That is proof that we are the world's top climbing nation."

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Except from debate:

"All these points go to show that on this planet we are the greatest sporting nation ever!"



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An argument based on feelings, not logic.



Doubtful authority

An argument supported by a person who is not accepted as an expert.



Circular argument

An argument that goes round and round and never gets to the point.



Irrelevant conclusion

An argument not proven by the ideas put forward.



Limited example

An argument that only applies in a few situations.



Stating the obvious

An argument that claims something everybody already knows.



Personal attack

An argument that criticises the speaker instead of what they have said.

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