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Editorial and Persuasive Writing Headline as a Persuasive Tool in Publicistic Discourse Power to Persuade Headline as a persuasive tool in publicistic discourse Persuasive Language in Media Texts Persuasive Advertising What is Persuasive Writing? The Chicago Legal News The Legal News The Opinion Function: Editorial and Interpretive Writing for the News Media Analysing Professional Genres The World News Prism News Framing through English-Chinese Translation How to Persuade People Learning Persuasive Writing and Argument TV News Story or Die The Power to Persuade The Law Reports. Queen's Bench Division The Law Reports,. Under the Superintendence and Control of the Incorporated Council of Law Reporting for England and Wales. Supreme Court of Judicature. Cases Determined in the Queens Bench Division and on Appeal Therefrom in the Court of Appeal, Decisions on Crown Cases Reserved and Decisions of the Railway and Canal Commission When the News Broke Automotive News America, the Owner's Manual Persuade, Don't Preach: Restoring Civility across the Political Divide Persuade Change Their Mind: 6 Practical Steps to Persuade Anyone Anytime Federal Communications Commission Reports United States Army in World War II The Law Reports: A-L Writing to Persuade: How to Bring People Over to Your Side News, the Politics of Illusion Above and Beyond the Writing Workshop The News Media At War Geography, The Media and Popular Culture Practical Principles of Persuasion Book News Broadcast News The Law Journal Reports Research Trends in Intercultural Pragmatics The Beanstalk and Beyond

Editorial and Persuasive Writing

1990

discusses and illustrates every aspect of print and electronic editorial writing

Headline as a Persuasive Tool in Publicistic Discourse

2009-08

seminar paper from the year 2008 in the subject english language and literature studies linguistics grade 8 ects out of 10 university of groningen course m a euroculture europe in the wider world language english abstract in this paper the headline of english speaking newspapers and magazines has been studied as an independent and effective persuasive element of a text in this paper i want to discuss how susceptible are we to linguistic style how profoundly can the impact of a message be enhanced by the manner in which it is written assuming that one and the same thought can be expressed with different stylistic tools the choice of words reflects not only differences in evaluations positive or negative or in emotions it is also able to thrust reader s attitude to the core of a message and to direct and control one s perception and comprehension the paper claims that language can be a very powerful and persuasive tool which draws the readers attention being operated by skilful editors in a newspaper or magazine headline in this regard the purpose of the paper is to address and answer the research question how persuasion is realized linguistically across the english speaking newspaper and magazine headlines the study of headline as a powerful and persuasive linguistic tool can be applicable to multiple spheres of public life and to various media of information e g political campaigns slogans advertising publication of new directives issued by the european commission etc it is interesting to observe what kind of stylistic devices and persuasive techniques news editors apply in headlines during the election campaigns in france in 2007 in order to create public opinion or to provoke a certain reaction from the readers periodicals are cultural artefacts which are created and which function within a certain cultural context that is they operate within the value system of that culture schäffner noted that any political

Power to Persuade

1974

over 150 case studies of the media s decision making process at all levels provide insight into the quality and reliability of our sources of information

Headline as a persuasive tool in publicistic discourse

2009-08-12

seminar paper from the year 2008 in the subject english language and literature studies linguistics grade 8 ects out of 10 university of groningen course m a euroculture europe in the wider world language english abstract in this paper the headline of english speaking newspapers and magazines has been studied as an independent and effective persuasive element of a text in this paper i want to discuss how susceptible are we to linguistic style how profoundly can the impact of a message be enhanced by the manner in which it is written assuming that one and the same thought can be expressed with different stylistic tools the choice of words reflects not only differences in evaluations positive or negative or in emotions it is also able to thrust reader s attitude to the core of a message and to direct and control one s perception and comprehension the paper claims that language can be a very powerful and persuasive tool which draws the readers attention being operated by skilful editors in a newspaper or magazine headline in this regard the purpose of the paper is to address and answer the research question how persuasion is realized linguistically across the english speaking newspaper and magazine headlines the study of headline as a powerful and persuasive linguistic tool can be applicable to multiple spheres of public life and to various media of information e g political campaigns slogans advertising publication of new directives issued by the european commission etc it is interesting to observe what kind of stylistic devices and persuasive techniques news editors apply in headlines during the election campaigns in france in 2007 in order to create public

opinion or to provoke a certain reaction from the readers periodicals are cultural artefacts which are created and which function within a certain cultural context that is they operate within the value system of that culture schäffner noted that any political action is prepared accompanied controlled and influenced by language according to Foucault who first introduced aspect of power in construction of meaning things have no meaning in themselves they gain meaning which varies from context to context all cultural practices depend on meaning and are constructed within discourse consequently language is not simply a medium carrying meaning but a medium constructing meaning this paper argues that a headline in newspapers and magazines holds a persuasive potential and is able to direct construction of a certain context for interpreting and affecting reader's emotions it gives grounds for claiming that same facts can be interpreted differently in different contexts

Persuasive Language in Media Texts

2008

this is a practical handbook for English students and teachers in years 10-12 that builds skills and knowledge for analysis of issues persuasive language techniques written and oral persuasive images points of view it is packed with all types of media texts with activities and sample student responses this fabulous resource tutors the student through this most demanding area of their English studies

Persuasive Advertising

2010-05-26

written by a leading authority this book is a comprehensive and definitive guide to advertising that incorporates a vast amount of research and expert opinion it draws upon the evidence to establish principles that can be applied to achieve successful and effective advertising and evaluates all of the relevant attributes and aspects of this

What is Persuasive Writing?

2016

an understanding of genres in communication written and spoken is essential to professional success this volume studies situationally appropriate responses in professional communication in face to face interaction and distance communication from a socio-cognitive point of view a traditional rhetorical approach does not give much insight in the ways in which genres are embedded in communicative activity or how actors draw upon genre knowledge to perform effectively however if genres are considered as embedded in social interaction as typified forms of typified circumstances the rich dynamic aspects of genre knowledge can be disclosed the chapters deal with genre knowledge in various settings illustrating the impact of time place medium skills and purpose and some chapters deal with genre analysis in a broader sense giving ideas for applied genre analysis the book is of interest to professionals and scholars in communication studies discourse analysis and social and cognitive science

The Chicago Legal News

1881

now available in a fully revised and updated ninth edition World News Prism provides in depth analysis of the changing role of transnational news media in the 21st century includes three new chapters on Russia Brazil and India and a revised chapter on the Middle East written by regional media experts features comprehensive coverage of the growing impact of social media on how news is being reported and received charts the media revolutions occurring throughout the world and examines their effects both locally and globally surveys the latest developments in new media and forecasts future developments

The Legal News

1881

news framing through english chinese translation provides a useful tool to depict how chinese news translation can be examined in the era of globalization the author has integrated framing theory in journalism studies with translation studies and developed a new theoretical model framework named transframing this interdisciplinary model is pioneering and will make theoretical and conceptual contributions to translation studies this book aims to reveal ideological sociocultural and linguistic factors creating media discourse by examining chinese media discourse in comparison to its counterpart in english through the analysis of both quantitative and qualitative methods it is concluded that the transframing model can be applied to interpreting describing explaining as well as predicting the practice of news translation

The Opinion Function: Editorial and Interpretive Writing for the News Media

1973

a complete solution for literacy at key stage 2

Analysing Professional Genres

2000

creative writing is the essential guide for all students wanting to develop their literacy skills and improve their grades in english assignments and examinations it is the first in the teach your child to write good english series creative writing has been written by an experienced teacher and tutor and written with the needs of children in mind this book concentrates specifically and in depth on creative writing required by the national curriculum providing everything needed to stimulate a child to write imaginatively it is specifically targeted at key stage 2 and 3 ages 8 14 years however it provides a useful aid for students taking gcse at foundation level it contains material suitable for sats examinations for those taking 11 entrance examinations and for students learning english as a foreign language creative writing will guide students through the story writing process as if they had a tutor by their side this book is designed to help the child with thinking up ideas providing starting points for writing structuring and organizing their writing into paragraphs it features writing a good introduction with characters setting and plot building up suspense and winding up the plot with a suitable resolution attention is given to making writing more interesting by varying sentence types using punctuation and good grammar the student will investigate different narrative structures for writing stories exploring various viewpoints so they can decide if they write in first or third person they will learn to evoke mood and atmosphere by using good vocabulary creative writing includes an exciting range of model answers and sample texts written by children and provides practice questions to test them common errors made by students are highlighted and corrected it is packed with vital hints and tips on gaining those top grades creative writing is ideal for working through at home supplementing school work by working methodically through this book the students will grow in confidence and will learn to enjoy writing this is the second book in this excellent series from guinea pig education

The World News Prism

2015-05-26

tv news provides the most compelling and persuasive source of information on earth whatever field you work in the news affects your life to protect yourself more effectively tell your story and advance your own agenda using television you must understand the process news professionals and students planning a career in television face a different challenge today s economy pressures news departments to produce more with less you must offer greater versatility and depth of skills to keep the job you have or get the job you want part one of this book details the language style and techniques of tv news writing enabling you to control the flow of information avoid creating an adversarial relationship with news media and get your message across in your words part two presents tough decisions you ll make about personal goals

family relationships and integrity illustrated through the author's own confrontation with those choices he's been fired gave away a 1 job in a top ten market because it wasn't worth the cost and struggled to balance career and family while learning the most important lesson of all you carve your professional and personal life with choices

News Framing through English-Chinese Translation

2018-11-14

a practical heartfelt manual for anyone who needs to change minds and actions lisa cron shares the art of practical empathy with leaders who care enough to make a difference seth godin author of the practice a step by step guide to using the brain's hardwired need for story to achieve any goal from the author of wired for story whether you're pitching a product saving the planet or convincing your kids not to text and drive story isn't just one way to persuade it's the way it's built into the architecture of the brain and has been since early humans gathered around the camp fire trying to figure out how to outsmart the lion next door in story or die story coach lisa cron sets out to decode the power of story first by examining how the brain processes information translates it into narrative and then guards it as if your life depends on it armed with that insight she focuses on how to find your real target audience and then pinpoint their hidden resistance finally she takes you step by step through the creation of your own story one that allows your audience to overcome their resistance and take up your call to action not because you told them to but because they want to that is the power of story use it wisely

How to Persuade People

2000-09-26

the power to persuade provides an innovative and eye opening analysis of strategic arguing as a means of power in global politics based on an empirical case study of arguing processes in the world trade organization wto the book shows how discursive contexts institutional norms and procedures and unequal human resources condition who has the power to persuade while accounts of arguing in international relations are typically based on a notion of arguing as a power free mode of interaction oriented towards understanding angela geck shows how such an approach precludes the question of persuasive power drawing on in depth interviews with geneva diplomats and a document based analysis of the negotiations on two doha round issues the book examines the practices governing strategic arguing in the wto and uncovers two sources of persuasive power firstly prevalent discourses and connected regime norms empower some actors over others secondly their ability to debate is conditioned by exclusionary procedures and unequal human resources offering a grounded theory of strategic arguing in trade politics the power to persuade presents a novel analysis of the relationship between arguing and power

Learning Persuasive Writing and Argument

2013-06-12

a riveting blow by blow account of how the network broadcasts of the 1968 democratic convention shattered faith in american media the whole world is watching cried protestors at the 1968 democratic convention as chicago police beat them in the streets when some of that violence was then aired on network television another kind of hell broke loose some viewers were stunned and outraged others thought the protestors deserved what they got no one least of all chicago mayor richard j daley was happy with how the networks handled it in when the news broke heather henderson revisits tv coverage of those four chaotic days in 1968 not only the violence in the streets but also the tumultuous convention itself where black citizens and others forcefully challenged southern delegations that had excluded them anti vietnam delegates sought to change the party's policy on the war and journalists and delegates alike were bullied by both daley's security forces and party leaders ultimately henderson reveals the convention as a pivotal moment in american political history when a distorted notion of liberal media bias became mainstreamed and nationalized at the same time she celebrates the values of the network news professionals who strived for fairness and accuracy despite their efforts however chicago proved to be a turning point in the public's trust in national news sources since those critical days the political right in the united states has amplified distrust of tv news to the point where even the truest and most clearly documented stories can be deemed fake as henderson demonstrates it doesn't matter whether the whole world is watching if people don't believe

what they see

TV News

2004-01-01

in 2016 americans fed up with the political process vented that frustration with their votes republicans nominated for president a wealthy businessman and former reality show host best known on the campaign trail for his sharp rhetoric against immigration and foreign trade democrats nearly selected a self described socialist who ran on a populist platform against the influence of big money in politics while it is not surprising that americans would channel their frustrations into votes for contenders who pledge to end business as usual the truth is that we don't have to pin our hopes for greater participation on any one candidate all of us have a say if we learn master and practice the skills of effective citizenship one of the biggest roadblocks to participation in democracy is the perception that privileged citizens and special interests command the levers of power and that everyday americans can't fight city hall that perception is undoubtedly why a 2015 pew charitable trusts survey found that 74 percent of those americans surveyed believed that most elected officials didn't care what people like them thought graham and hand intend to change that conventional wisdom by showing citizens how to flex their citizenship muscles they describe effective citizenship skills and provide tips from civic experts even more importantly they offer numerous examples of everyday americans who have used their skills to make democracy respond the reader will see themselves in these examples of citizens who chose to be victorious participants rather than tranquil spectators in the arena of democracy by the end of the book you will have new confidence that citizen participation is the lifeblood of america and will be ready to make governments work for you not the other way around

Story or Die

2021-03-02

would you like to have thanksgiving without yelling at your uncle about politics how about spending the day with your in laws on the opposite side of the aisle without walking on eggshells your best friend from high school your neighbor the list goes on persuade don't preach gives you tools to have productive conversations with those you don't agree with description as a society we've become so polarized we barely know how to talk to each other anymore when we disagree we often preach and then the other person freezes or explodes we wind up even more polarized than we were to begin with what's the key to get past this it all comes down to persuading instead of preaching karen tibbals distills the latest social science research to create a practical plan for talking to others in a respectful way a way that enables people to get past their differences persuade don't preach explains why people differ why particular groups of people focus on certain issues and why what the typical tactics simply don't work this knowledge will foster empathy and help you develop a plan for approaching people you disagree with in a way that restores civility and allows them to listen

The Power to Persuade

2024-06-03

p becoming successful in business requires that you win with others relationally before you can persuade them financially it is not enough to sell your product you must sell yourself customers must buy what you are saying before they buy what you are selling em persuade em is a success playbook filled with skills that will help you connect quicker communicate confidently and close more sales but em persuade em is not your typical business book it is filled with stories of life and love family and friends and success strategies that will help you serve more sell more and succeed more p p if your success is dependent on your ability to build relationships and increase revenue you will find this book invaluable em persuade em will help you grow in your confidence to communicate connect and successfully persuade customers through the stages of the sale p p top salespeople become the best because they learn from the best the author includes insightful intelligence from sellers and executives at facebook google iheart radio amazon new york life hawaiian airlines dell emc microsoft xbox clear channel airports and zillow who share stories case studies on how they deploy the powers of persuasion discovered in em persuade em p

The Law Reports. Queen's Bench Division

1881

every day at home and at work we have to influence and persuade people but it's not always easy change their mind outlines the 6 steps you can follow to persuade anyone anytime by understanding the person you're trying to persuade more deeply you can build better relationships and get better outcomes based on insights from psychology neuroscience and business research this practical book will show you exactly what to do and how to do it well

The Law Reports,. Under the Superintendence and Control of the Incorporated Council of Law Reporting for England and Wales. Supreme Court of Judicature. Cases Determined in the Queens Bench Division and on Appeal Therefrom in the Court of Appeal, Decisions on Crown Cases Reserved and Decisions of the Railway and Canal Commission

1881

from the former new york times op ed page editor a definitive and entertaining resource for writers of every stripe on the neglected art of persuasion in the tradition of the elements of style comes trish hall's essential new work on writing well a sparkling instructional guide to persuading almost anyone on nearly anything as the person in charge of the op ed page for the new york times hall spent years immersed in argument passion and trendsetting ideas but also in tangled sentences migraine inducing jargon and dull as dishwater writing drawing on her vast experience editing everyone from nobel prize winners and global strongmen putin to first time pundits angelina jolie hall presents the ultimate guide to writing persuasively for students job applicants and rookie authors looking to get published she sets out the core principles for connecting with readers laid out in illuminating chapters such as cultivate empathy abandon jargon and prune ruthlessly combining boisterous anecdotes with practical advice relayed in tracked changes bubbles hall offers an infinitely accessible primer on the art of effectively communicating above the digital noise of the twenty first century

When the News Broke

2024-04-05

when writing workshops first blossomed in classrooms its hallmarks were genuine curiosity individual choice quality conversations and engaging children's literature a joyous hum of intention creativity and craft enlivened the school day today's teachers are often faced with a range of obstacles as new initiatives are embraced mandates handed down and scripted programs are purchased sometimes teachers must sacrifice the original principles of the writing workshop and lose the creative venue they provide above and beyond the writing workshop is filled with original writing challenges designed to bring back the spirit of the original writing workshop model and encourage teachers to enhance it with invention innovation and inspiration teaching creative writing is not only possible but an important process in their instruction author shelley harwayne invites teachers to keep the workshop spirit alive by encouraging professional conversations on classroom ideas and methods between colleagues developing writing cues that allow young writers to be inquisitive outspoken and independent showing how high quality writing can make a difference offering an inspired and stimulating outlet for students to express their passions harwayne's book will help teachers encourage students to write the world around them which can generate more critical thinking and make for a more well rounded child

Automotive News

1981

tarek cherkaoui reveals how geo political and ideological legacies of the past which divide the world into a dichotomy of us against them play a dominant role in reinforcing the ensuing polarisation of our media

America, the Owner's Manual

2016-07-15

in this book originally published in 1985 british and north american geographers present original and challenging viewpoints on the media the essays deal with a diverse content ranging from the presentation of news to the nature of television programming and from rock music lyrics to film visions of the city

Persuade, Don't Preach: Restoring Civility across the Political Divide

2018-01-01

how do you convince someone to agree with you what persuasive elements are required to elicit compliance this interactive accessible approach looks at principles of persuasion as they apply to everyday lives framing persuasion from an intrapersonal and interpersonal perspective captures reader interest and makes the subtlety of social influence understandable the importance of building and maintaining personal credibility is reinforced throughout the text ethical issues are raised as persuasive strategies are discussed clear practical suggestions for effective persuasion are presented in an engaging fashion and encourage the application of meaningful insights for stronger interpersonal relationships learning the skills that motivate people to change behavior vastly improves the reader s ability to persuade others effectively the discussion also facilitates critical thinking for recipients of persuasive messages practical principles of persuasion is ideal for classroom or online learning because of its concise lessons and interactive approach the workbook provides a solid foundation for the key concepts and practices of persuasive communication

Persuade

2022-05-05

publisher description

Change Their Mind: 6 Practical Steps to Persuade Anyone Anytime

1967-08

this volume looks at current issues in intercultural pragmatics from an applied perspective the content is organized in three sections that encompass the primary applications of intercultural exchanges the linguistic and cognitive domain the social and cultural domain and the discourse and stylistics domain the chapters analyze real language situations in english russian chinese portuguese spanish greek filipino or polish

Federal Communications Commission Reports

1954

use popular fairy tales and fairy tale characters as springboards for learning and help students develop problem solving abilities and creative writing skills adaptable to virtually any fairy tale and to a variety of learning environments and levels these activities will challenge students to move beyond the simplistic study of tales to develop in depth writing skills

United States Army in World War II

1892

The Law Reports: A-L

2019-06-11

Writing to Persuade: How to Bring People Over to Your Side

1983

News, the Politics of Illusion

2023-10-10

Above and Beyond the Writing Workshop

2017-01-30

The News Media At War

2015-12-22

Geography, The Media and Popular Culture

2021-09-29

Practical Principles of Persuasion

1896

Book News

2005

Broadcast News

1880

The Law Journal Reports

2013-10-29

Research Trends in Intercultural Pragmatics

1997-08-15

The Beanstalk and Beyond

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