

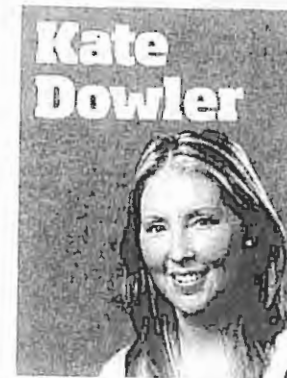
Summary of the main persuasive techniques

| Technique | Example | Effect |
|--|---|--|
| Alliteration Repetition of a sound, particularly at the beginning of words. Often used in headlines. | 'Fighting fat at just five' (Headline, <i>Daily Telegraph</i> 12 January 2008) | <ul style="list-style-type: none"> • Captures attention • Adds emphasis to the writer's point • Draws attention to key words |
| Analogy Compares one thing or situation with another. | Self-regulation for chemical companies is like putting students in charge of marking their own exams. | <ul style="list-style-type: none"> • Explains a complex point in more familiar terms • Makes the contention look simple and obvious |
| Anecdotes A brief personal account or story. | A friend visiting from interstate was baffled by our train ticketing system. Rather than being helped, she received a fine for not having the correct ticket. | <ul style="list-style-type: none"> • Often entertaining or humorous • Personal angle engages the reader • As 'true stories' they carry weight with readers |
| Appeal to a sense of justice Speaks to people's belief that everyone deserves fair treatment. | Mandatory detention of refugees is punishment for a crime they didn't commit, and an attack on the most vulnerable group in our society. | <ul style="list-style-type: none"> • Positions the reader to agree that punishment should fit the crime • Arouses anger at a perceived injustice |
| Appeal to family values Based on the belief that traditional family arrangements are the best foundation for individuals and society. | I blame the ease of divorce nowadays, which results in fractured and fatherless families, for the spiralling crime rate. | <ul style="list-style-type: none"> • Leads readers to view traditional families as the most desirable arrangement • Positions the reader to feel that other arrangements threaten the 'moral fabric' of society |
| Appeal to group loyalty Uses the desire of people to belong to a group in order to persuade them to agree with a viewpoint or take action. | It was heart-warming to see so many in our community joining forces to prevent the new freeway destroying our town. | <ul style="list-style-type: none"> • Can play on people's guilt, sense of obligation, fear and sentimentality • Convinces people that the interests of the group require their support |
| Appeal to the hip-pocket nerve Relates to people's concern about their financial wellbeing. | Another day, another tax hike for the ordinary taxpayer. What I want to know is, where is all this extra money going? | <ul style="list-style-type: none"> • Provokes strong emotions, such as outrage at being taken advantage of • Positions readers to feel threatened by those who want to raise prices etc. |
| Appeal to patriotism Draws on national pride and people's loyalty to their nation. | Our national flag has seen us through two world wars, social upheavals and the change of millennium. | <ul style="list-style-type: none"> • Positions readers to feel that they would be disloyal to their country to disagree with the writer • Arouses strong emotions of pride, guilt, loyalty; sometimes anger and fear |
| Appeal to self-interest Suggests that one's own interests should be placed ahead of others'. | The problems of the Aboriginal community are not my fault. I don't intend to be out of pocket when the compensation claims come rolling in. | <ul style="list-style-type: none"> • Often divides people into 'them' and 'us' • Suggests that the interests of others are in competition with and threaten our own |

| Technique | Example | Effect |
|---|---|--|
| Appeal to tradition and custom Places a high value on the past and one's heritage. Suggests that abandoning tradition is damaging to society. | His family have farmed the land for generations. But now drought relief payments are all that separates him from having to give up the only life he has ever known. | <ul style="list-style-type: none"> • Encourages the reader to resist change, and to feel that links with the past should be retained • Sometimes romanticises the past and rejects modern ways of doing things |
| Attacks Used to denigrate an opponent and, by implication, their point of view. | It's a bit rich for the Minister to be pontificating about family values considering the skeletons in his own closet. | <ul style="list-style-type: none"> • Draw attention away from reasoned argument • Position the reader to agree that if an individual is flawed, their message must be too |
| Clichés A familiar but overused expression that carries a range of associations. | If Jo Blow had been found with that amount of cocaine it would have been a jail sentence for sure. But it seems our sportspeople these days get away with murder. | <ul style="list-style-type: none"> • Convey meaning in an economical way • Can help readers feel more comfortable with an idea |
| Connotations Associations or implied meanings of words. | Predictably, the feminazis pop up again, bleating about unfair treatment. | <ul style="list-style-type: none"> • Arouse feelings and attitudes that position the reader to like/dislike, accept/reject a group, idea or viewpoint |
| Emotive language Deliberately strong words used to provoke emotion in the reader. | I am absolutely disgusted at the travesty of justice apparent in the pathetic sentence given to such a vicious killer. | <ul style="list-style-type: none"> • Positions the reader to react emotionally, rather than rationally • Leads the reader to share the writer's feelings on the subject |
| Evidence Facts, information or expert opinions; often from an authoritative source. May be used selectively. | The CSIRO's extensive testing has found no or minimal risk associated with GM foods. | <ul style="list-style-type: none"> • Gives the writer's argument more credibility as it is apparently objective and/or supported by experts • Supports the use of logic and reason |
| Generalisation Involves the claim that if something is true of some people, it is true for all members of the group to which they belong. | Older drivers are the real menace on our roads. They're less alert, have slower reaction times and panic under pressure. | <ul style="list-style-type: none"> • Appeals to commonly held prejudices and attitudes • Positions the reader to judge others according to stereotypes |
| Inclusive language Involves the reader directly in the issue by using such words as 'we' or 'us'. | It's up to all of us to stand up to the multinational corporations whose rampant development is destroying our town. | <ul style="list-style-type: none"> • Makes the reader feel included and that their view counts • Encourages the reader to agree since this view is apparently shared by the group as a whole |
| Metaphors Comparisons that describe one thing in terms of another. | Love of money is a cancer that is eating away at our society. | <ul style="list-style-type: none"> • Capitalise on associations with a vivid image • Evoke emotion in the reader which matches that of the writer |

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| <p>Overstatement/exaggeration/hyperbole</p> <p>Using dramatic, forceful language to exaggerate the true situation.</p> | It's a fight to the death between arch-enemies Collingwood and Carlton. | <ul style="list-style-type: none"> • Arouses emotion in the reader • Can be humorous • 'Worst-case scenarios' play on readers' fears |
| <p>Puns</p> <p>Play on words that gives one word or phrase multiple meanings.</p> | 'Two-drink limit hard to swallow' <i>Courier-Mail</i> 22 January 2008 | <ul style="list-style-type: none"> • Often humorous • Gain the reader's attention and emphasise the writer's point • Use connotations of words to convey writer's point of view |
| <p>Reason and logic</p> <p>Involves a clearly stated main contention and an argument supported by evidence or deduction, that is, by drawing a conclusion from something generally known or assumed to be 'true'.</p> | If you choose to forfeit your right to participate in the democratic process by voting, you forfeit all right to complain about the result. | <ul style="list-style-type: none"> • Gives writer's viewpoint credibility for being apparently objective • Can consider opposing viewpoints and argue logically against them |
| <p>Repetition</p> <p>Repeating words, phrases or ideas for emphasis.</p> | House prices are up, fuel prices are up, grocery prices are up. | <ul style="list-style-type: none"> • Emphasises the writer's viewpoint and captures attention • Makes the point more memorably |
| <p>Rhetorical question</p> <p>A question that requires no answer, usually because the answer is implied.</p> | After the last fiasco, can the government really expect us to believe that they know what they're doing now? | <ul style="list-style-type: none"> • Positions the reader to agree by assuming their answer will be the same as the writer's • Engages the reader by addressing them directly |

Fruit and veges being pulped by cheap shots



Kate Dowler
UNFAIR COMPETITION

AUSTRALIA'S fruit-and-vegetable processing sector is on its knees. Yet the Federal Government continues to ignore these businesses' plight, the thousands of workers they support, growers who supply them and the Australians who want a vibrant local food industry.

In a special report this week *The Weekly Times* revealed that since 2009, 11 major processors have closed, the sector has lost more than \$800 million and 1200 direct jobs have gone. The collapse has been on the cards for a decade. But it has escalated rapidly recently.

The Weekly Times has warned for years of the likely impact of the policies that have allowed this outcome. Experts warned in 2005 that a new push by supermarkets to sell cheap imports would knock Australian products off shelves. But that was ignored. The last

Australian-owned vegetable cannery went into administration last week.

Seven years ago SPC Ardmona warned the home-brands push by big supermarkets would advantage cheap, imported products. Exactly what SPC warned has happened.

It says the local industry may never recover and it wants the Government to intervene before it is too late.

"We are currently undergoing a once-in-a-lifetime appreciation in the Australian dollar that has made cheap imported food even cheaper," an SPC spokesman said. "This cheap product inevitably makes its way into private label products in the supermarkets at very low prices, making it difficult for our branded products to profitably compete."

"If nothing changes, our industry will be significantly weakened and it may not be able to recover when the dollar returns to more normal levels."

Both Coles and Woolworths said

this week they were now trying to source more local product. But that won't comfort those who have already been forced out of business due to the sharp rise in cheap imported products that pushed local brands off the shelves.

Three years ago, referencing several government inquiries that proved widespread abuse of market power and a lack of transparency, the Horticulture Australia Council called for an ombudsman to enforce a code of conduct for all transactions linking growers to consumers — with wholesalers, supermarkets, processors and exporters. That was also brushed aside by the Federal Government. To this day, it is still only talking about mandating a code.

The high Australian dollar is a hard problem to fix. But for Agriculture Minister Joe Ludwig and others to repeatedly point to it, yet wash their hands of any other ideas to help the

sector, is insufficient. As the canned fruit industry council's John Wilson put it this week, the Government is failing to make jobs a priority. They've allowed, as Mr Wilson put it, supermarkets to use merchandising tactics that were "deceptive at best and deceitful at worst".

He said they used copycat packaging to mimic Australian products and were "careful to not draw attention to country of origin".

"It all stems from the higher level of policy that maintains a high Australian dollar to keep inflation low and therefore it's in the interest of fiscal policy, not necessarily in the interests of Australian jobs."

Governments have allowed the supermarket duopoly to become one of the world's most concentrated.

Reports are also surfacing this week that Woolworths may go around processors to buy milk direct off-farm. It remains to be seen what

impact cutting out this supply chain link could have. But regulators should keep in mind a warning from agricultural policy analysts this week; that dominant supermarket operations must be more transparent or supply chain fairness would continue to be threatened.

The bottom line is governments must ensure they are creating open markets to give all players a fair go at making reasonable margins.

They also need to put more effort into negotiating new export markets and stop cutting research and development — a driver of innovation to help us compete.

And, bring in simple labelling laws.

For the sake of jobs and businesses, leaders must shake off their indifference to the fruit-and-vegetable processing sector.

Kate Dowler is *The Weekly Times* state political reporter