

Sample technique bank • Section C

Every technique you analyse follows the same skeleton: **name the technique, drop in your quote**, then explain the **primary effect** on the reader and link it to the **secondary effect** — how it positions the reader toward the contention. The bank underneath each one gives you the kind of language to adapt, not copy word-for-word.

- Technique (fixed)
- Primary effect bank
- Secondary effect bank

1 Rhetorical Question

The author urges readers as they **rhetorically question**, "[insert quote]," in an attempt to [explain the effect this has on the reader], thereby [link this back to how it positions the reader toward the author's contention].

- Primary effect bank:** compels the reader to arrive at what feels like an inevitable, self-evident conclusion.
- Secondary effect bank:** positions the reader to align with the author's stance, as it appears rational rather than imposed.

2 Inclusive Language

The author draws readers in as they speak directly to them through **inclusive language**, "[insert quote]," in an attempt to [explain the effect this has on the reader], thereby [link this back to how it positions the reader toward the author's contention].

- Primary effect bank:** constructs a sense of collective responsibility, positioning the reader as a stakeholder rather than a passive observer.
- Secondary effect bank:** fosters solidarity, compelling the reader to align with the author's call to action.

3 Evidence & Statistics

The author substantiates their argument as they ground it in **evidence and statistics**, "[insert quote]," in an attempt to [explain the effect this has on the reader], thereby [link this back to how it positions the reader toward the author's contention].

- Primary effect bank:** substantiates the argument with empirical credibility, moving beyond emotive appeal alone.
- Secondary effect bank:** lends the contention authoritative, fact-based legitimacy, making it harder for the reader to dismiss.

4 Appeal to Emotion

The author moves readers as they **appeal to their emotions**, "[insert quote]," in an attempt to [explain the effect this has on the reader], thereby [link this back to how it positions the reader toward the author's contention].

- Primary effect bank:** elicits a visceral, sympathetic response by humanising the issue.
- Secondary effect bank:** renders the reader more receptive to the contention, as logic gives way to compassion.

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→ SEE IT WORKED ON PAGE 2

What a 40+ response actually looks like

The formula only works if you can see it fully assembled — not just the skeleton. Here's Technique 1 (Rhetorical Question) applied to a real VCAA-style persuasive text, exactly as a Learnify student would write it in a SAC.

i EXCERPT ANALYSED

"How much more evidence do we need before we act?" — from a persuasive opinion piece arguing for stronger climate policy.

1 Rhetorical Question — fully worked

The author urges readers as they rhetorically question, "how much more evidence [they] need before we act," in an attempt to force readers to privately supply their own answer, creating the impression that inaction is no longer a defensible position, thereby positioning them to align with the author's contention that immediate climate action is necessary, as the conclusion feels self-generated rather than imposed by the writer.

Primary effect — applied

Notice the primary effect isn't just restated from the bank — it's specific to this quote. "Forces the reader to privately supply their own answer" is what this rhetorical question does, not a generic description.

Secondary effect — applied

The secondary effect names the actual contention (climate action) rather than leaving it vague. This is the difference between a template answer and a scoring answer.

This is the standard every technique in your response should hit — **specific to the text, specific to the quote, no generic filler**. It's also the standard our resource library is built around: every technique bank, worked example, and SAC scaffold your tutor gives you follows this exact level of precision, because it's what separates a competent response from a 40+ one.

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