

The persuasive techniques used in the "new labour, new danger" party political br...



In this Party Political Broadcast, combinations of many techniques are used in order to persuade the viewers and electorate to vote Conservative, and dissuade them from voting Labour, by associating Labour with Danger. The language and tone used by the voice - persuades the viewer to vote Labour, and distrust Labour. The Broadcast uses cinematography, and the choice of camera shots, to illustrate the tone of the broadcast, and combines the cinematography with the content of the broadcast. For example, at the beginning of the broadcast, while the voice over is describing how good Britain has been under the Conservative Party, many shots are used.

This technique creates a mood of dynamism, excitement, movement and progress so that the viewer will associate these positive qualities with the Conservative Party, and therefore convince the viewer to vote for the Conservatives. However when the voice-over narrates of how the Labour Party (the opposing party) will ruin Britain and raise taxes, very few shots are used. This technique the viewers focus on what the voiceover is saying, as there are less distractions, so impact of his word is increased (insert what he says quotes wise). The single medium close-up shot used at the end of the scene creates a sense of tension, which is frequently used and associated with the horror genre, consequently this sense of danger, horror, and risk is associated with Labour, and therefore the making the viewer more cautious in regards to Labour and their policies.

This theme of danger is constantly coupled Labour in the cutaway slogan; "New Labour, New Danger" which is shown at the end of each scene. The slogan uses assonance between the A sounds and rhymes Labour with

Danger to draw a link between Labour and Danger, and make the slogan

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more memorable. Along with the slogan the cutaway shot also has an image of two menacing eyes peaking through a curtain reminiscent of the horror genre, to again link Labour with horror and danger, to discourage to voter from voting Labour. This image of menacing eyes is used frequently to represent and personify Labour as “ a danger from where you might not expect”, by making the eyes appear when the voice over is commentating about the faults in labour’s policies and therefore how Labour is a threat to Britain. For example in the last scene the eyes look down threateningly on Parliament, the British symbol of democracy and power; and a young police officer. This is used visual metaphor of what the voice-over saying to increase the impact of his words; “ Labour intend to slowly give away Britain’s power and Europe” and conveying the sense that Labour is threatening both democracy and power.

Also by showing a young police officer, who usually symbolises safety, being intimidated by the eyes, the Broadcast suggests that Labour will threaten the safety of British citizens, even those one might not expect. Therefore this connection between Labour and a threat or danger will deter the viewer from voting Labour. In the broadcast the use of upbeat and positive imagery is used to convince the viewer to vote conservative, and dislike labour. For example at the beginning of the broadcast, when the voice-over is narrating about the optimism of Britain under the conservatives, the setting of a busy shopping centre is used, where all everyone knows where they are going. This setting is used to reflect the economic progress, energy, vitality and positive direction of the conservative government, using pathetic fallacy, and therefore persuading the viewer to vote conservative. However negative,

chilling and intimidating imagery is used when the voice-over is narrating about labour's policies.

For example in the scene about mortgages, when the voice-over is talking about labour's housing policies, the setting is very dark, showing a woman who is scared and vulnerable in her own home. This image is used to show that if labour came to power, many liberties, even the safety of our own homes could be threatened, thus discouraging the viewer to vote labour by creating a dangerous and threatening image of labour.