

# PERSUASIVE TECHNIQUES USED IN WRITING

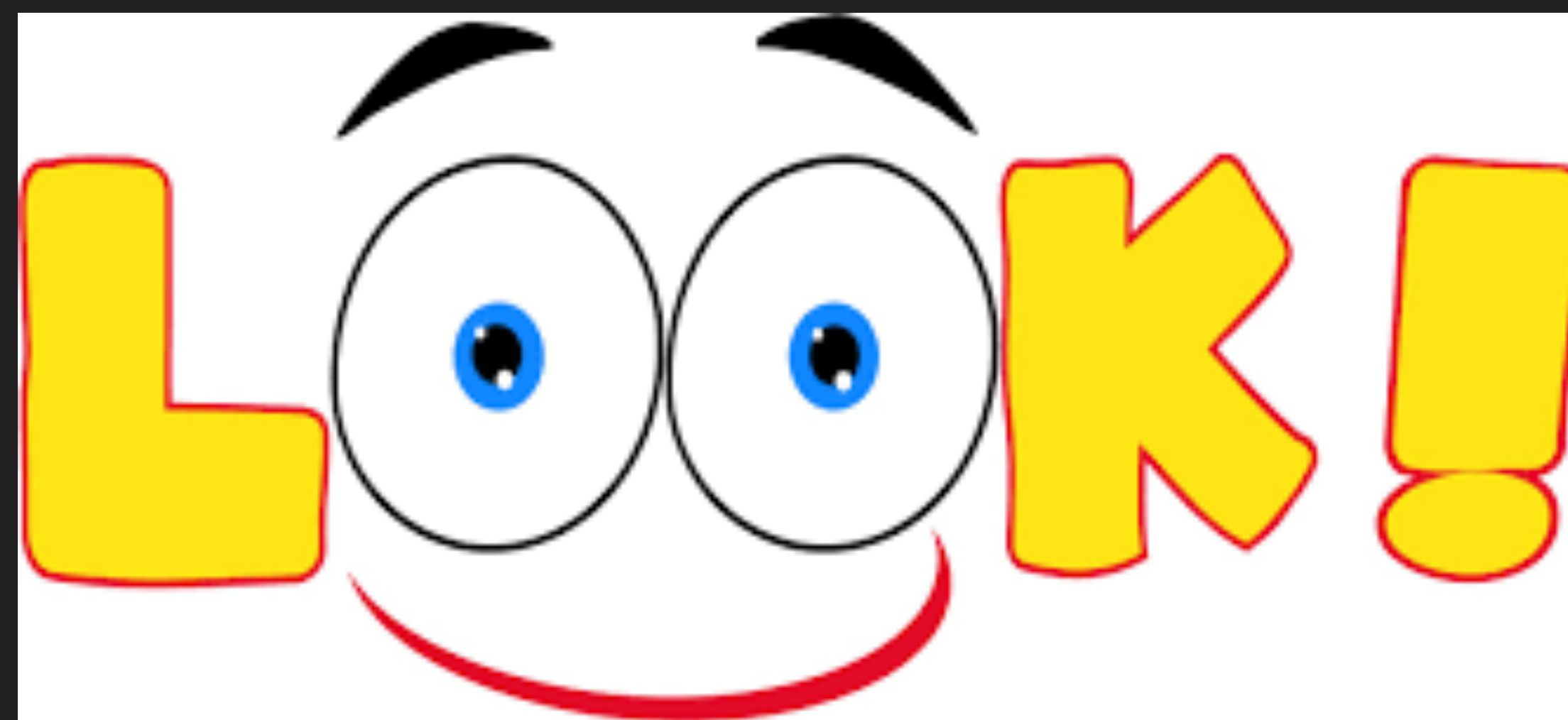
Or...how to get what you want!



# WHAT ARE PERSUASIVE TECHNIQUES?

- Persuasive techniques are the strategies authors use to make their writing more convincing.
- Persuasive techniques:
  - Get a reader's attention
  - Emphasize a point
  - Polish the writing

**PAY CLOSE ATTENTION TO THE FOLLOWING  
PERSUASIVE TECHNIQUES !**



# ANALOGY

- **DEFINITION:** a comparison of similar ideas, often used to explain a complex situation by showing how it is like a simple one
- **EXAMPLE:** Class is like boot camp: grueling, but ultimately rewarding.
- **EXAMPLE:** Eating school lunch is like willingly walking into traffic. You know it will hurt.

## CAUSE AND EFFECT

- **DEFINITION:** This technique demonstrates that two or more things are connected by stating that one causes another.
- **EXAMPLE:** Many studies show that eating 200 carrots a day causes a person to become smarter.
- **EXAMPLE:** News reports have shown that too many high-stakes standardized tests lead to unethical behaviour.

# OVERSTATEMENT (HYPERBOLE)

- **DEFINITION:** a deliberate exaggeration for emphasis or effect
- **EXAMPLE:** With a Herculean effort, straining every muscle in her young form, Jane answered the phone.
- **EXAMPLE:** Taking away a teen's right to be out late is like denying a cop a donut.

# REPETITION

- **DEFINITION:** occurs when words are repeated in order to make a stronger impact on the reader
- **EXAMPLE:** The people of this city deserve a mayor they can trust, a mayor they can respect, a mayor they can count on.

# RHETORICAL QUESTION

- **DEFINITION:** a question that prompts the reader to think, but which the writer does not answer because the answer is usually obvious to the reader
- **EXAMPLE:** Who among us has not dreamed of the day when we can soar among the clouds using only the power of our minds?
- How would you feel if someone stole all your money?



# SENTENCE VARIETY

- **DEFINITION:** occurs when the length and structure of sentences is varied in order to make certain statements stand out more
- **EXAMPLE:** In high schools all over the country, students are being fed lunches that are neither tasty nor nutritious. This MUST stop!
- School is fun. I get to hang out with my friends all day, and I don't even have to do any work. I love shcool so much!

# UNDERSTATEMENT

- **DEFINITION:** the deliberate expression of an idea as *less* important than it actually is
- **EXAMPLE:** One passenger described the plane crash as “rather upsetting.”
- **EXAMPLE:** Allowing me to keep my car and job is no big deal.

## APPEAL TO REASON

- **DEFINITION:** This is persuasive writing that appeals to the part of humans that likes to think. It tries to persuade us by giving what appear to be good, solid reasons to share the author's point of view. It uses *facts, definitions, cause and effect*, etc.
- **EXAMPLE:** Many studies show that the most successful way for a student to improve his reading level is to READ!

## EMOTIONAL APPEAL

- **DEFINITION:** This is when the writer appeals to powerful emotions, such as our love of country, family, peace, and justice, as well as to our fear and hatred of the things that threaten us.
- **EXAMPLE:** Students, if you truly care about your grades and your futures, you will complete your work on time!

# APPEAL TO AUTHORITY

- **DEFINITION:** This is when writers rely on their authority, credibility, or general character. They present themselves as trustworthy. They may have education or personal experience that makes them an authority, or they may get their information from others who do, mentioning experts as sources to lend credibility.
- **EXAMPLE:** The English teachers know from experience that the most successful students are those who come to school every day, pay attention in class, and complete all class assignments.

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