

HANDOUT: Persuasive Techniques Word Match

Directions: Match the persuasive writing technique to the correct definition.

1. A question that does not require an answer (e.g. How dare you?).
2. Addressing the other side of the argument to then weaken it and strengthen your own (e.g. Some people believe that sugar should be banned; they are wrong...).
3. The form of a verb that expresses a command (e.g. Act now!).
4. When the first letter of a word is repeated to create a sound effect or for emphasis (e.g. They are forced to feel like failures).
5. Stating a belief confidently and forcefully as though it is a fact (e.g. Everybody loves exercise/We are failing humanity).
6. Using powerful adjectives, metaphors, similes, personification, etc. to reinforce a point (e.g. Their intellects are rotting like discarded fruit).
7. Phrasing something as a compliment to try to get people to support your cause (e.g. Only you have the power to change things).
8. The use of exaggeration for emphasis (e.g. Nothing has ever been so important).
9. Writing words or phrases in threes for emphasis or effect. It can involve repetition (e.g. Schools eat, breathe and live exams).
10. Using language that appeals to emotions such as fear, sorrow or anger (e.g. Our children are suffering at the hands of our inaction).
11. Including the reader using pronouns such as 'you', 'your', 'we', 'us' and 'our' (e.g. It is our duty).
12. Using the same words or phrases again and again for effect or emphasis (e.g. We must listen, we must respond, we must act).

Hyperbole	Repetition	Rhetorical Question	Assertion	Triples	Address Other	P.O.V	Flattery
Imperative	Alliteration	Statistics	Descriptive Language	Inclusive Pronouns	Emotive Language		