

Persuasive Techniques- Matching Exercise

TASK ONE: Match the persuasive technique to the definition.

Alliteration	Using words like 'we', 'you', 'our' and 'us' to make your audience think you are talking only to them.
Groups of Three	When you pick holes in your opposition's argument so that your point of view sounds better.
Emotive language	To go over the top and make things sound better or worse than they are.
Repetition	When three adjectives or phrases are used together to make them stand out.
Rhetorical questions	Repeating words or phrases so that they stick in your audience's mind.
Exaggeration	Using words that make people feel sad, angry, upset, sympathetic or guilty.
Personal pronouns	Repeating the consonant sounds at the beginning of words to make them stand out.
Criticise the other person's point of view	Using questions that don't need an answer to get the audience to think.

TASK TWO:

Imagine you are trying to persuade your parents to allow you to stay out late.

Which 3 persuasive techniques would you use?

For each one, write a sentence which is persuasive.

e.g. Don't you remember what it was like when you were my age? When everyone else was out and you had to sit in?

Matching Answers:

- Alliteration- Repeating the consonant sounds at the beginning of words to make them stand out.
- Groups of 3 - When three adjectives or phrases are used together to make them stand out.
- Emotive Language - Using words that make people feel sad, angry, upset, sympathetic or guilty.
- Repetition - Repeating words or phrases so that they stick in your audience's mind.
- Rhetorical questions - Using questions that don't need an answer to get the audience to think.
- Exaggeration - To go over the top and make things sound better or worse than they are.
- Personal pronouns - Using words like 'we', 'you', 'our' and 'us' to make your audience think you are talking only to them.
- Criticise the other person's point of view - When you pick holes in your opposition's argument so that your point of view sounds better.