

Identifying Persuasive Devices 1

Adjectives & Adverbs	Influence how readers feel by carefully selecting adjectives and adverbs.	Involve the Reader	Talk to the reader using inclusive language such as 'our', 'we', 'us', or 'you'.
Alliteration	Place words beginning with the same sound close together to emphasise a point.	Modality	The use of words that indicate a high level of certainty of an event occurring.
Emotive Language	Words designed to evoke emotions, and make people feel a certain way (eg.. guilty, sad, angry).	Repetition	The use of words or phrases more than once to reinforce a point and make an argument memorable.

Read each passage. Work out the persuasive devices being used to try to persuade the reader. Explain your answers.

1. We need to act before it's too late!

Persuasive device/s: _____

Explain:

2. This may disappoint some people, but if action is taken now, the community will see many benefits.

Persuasive device/s: _____

Explain:

3. It's the fastest roller coaster in the city. It's the fastest roller coaster in the country. It's the fastest roller coaster in the world!

Persuasive device/s: _____

Explain:

4. These playful puppies need our help.

Persuasive device/s: _____

Explain:

5. The dog was abandoned in a filthy street.

Persuasive device/s: _____

Explain: