

# Persuasive Techniques

To be persuasive, we must choose our words carefully. There are several persuasive techniques that can help.

Match up each persuasive technique to its example.

<p><b>Repetition</b></p> <p>The use of words or phrases more than once to reinforce a point and make an argument memorable.</p>	<p><b>Use Evidence</b></p> <p>Use facts, figures or quotes to help persuade the audience.</p>
<p><b>Adjectives and Adverbs</b></p> <p>Influence how readers feel by carefully selecting adjectives and adverbs.</p>	<p><b>Alliteration</b></p> <p>Place words beginning with the same sound close together to help emphasise a point.</p>
<p><b>Modality</b></p> <p>High modality words indicate a high level of certainty (eg. will, must). Low modality words indicate a low level of certainty (eg. might, could).</p>	<p><b>Emotive Language</b></p> <p>Words designed to evoke emotions, and make people feel a certain way (eg. guilty, sad, angry).</p>
<p><b>Rhetorical Questions</b></p> <p>Questions that aren't supposed to be answered. They're asked to illustrate a point or to make the reader think.</p>	<p><b>Involve the Reader</b></p> <p>Talk to the reader using inclusive language such as 'our', 'we', 'us', or 'you'.</p>
<p>According to the RSPCA, over 4,000 dogs are put down every year. The situation is worse for cats, with the figure almost 12,000.</p>	<p>Accidents will continue unless the road is fixed.</p>
<p>Can we really afford not to invest more money into schools?</p>	<p>This new theatre is good for the teachers, good for the teachers, and good for the community.</p>
<p>These poor animals sleep in cold alleyways.</p>	<p>Locals live in fear of the shark infested waters.</p>
<p>It is our children who miss out if a local sports centre is not built.</p>	<p>The university will cater for Brazil's best and brightest students.</p>

# Persuasive Techniques **Answers**

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<p><b>Use Evidence</b></p> <p>Use facts, figures or quotes to help persuade the audience.</p> <p>According to the RSPCA, over 4,000 dogs are put down every year. The situation is worse for cats, with the figure almost 12,000.</p>	<p><b>Involve the Reader</b></p> <p>Talk to the reader using inclusive language such as 'our', 'we', 'us', or 'you'.</p> <p>It is our children who miss out if a local sports centre is not built.</p>
<p><b>Modality</b></p> <p>High modality words indicate a high level of certainty (eg. will, must). Low modality words indicate a low level of certainty (eg. might, could).</p> <p>Accidents will continue unless the road is fixed.</p>	<p><b>Emotive Language</b></p> <p>Words designed to evoke emotions, and make people feel a certain way (eg. guilty, sad, angry).</p> <p>Locals live in fear of the shark infested waters.</p>
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