

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.

Repetition	Use Evidence
Adjectives and Adverbs	Alliteration
Modality	Emotive Language
Rhetorical Questions	Involve the Reader
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.	Accidents will continue unless the road is fixed.
Can we really afford not to invest more money into our schools?	This new theatre is good for the teachers, good for the teachers, and good for the community.
These poor animals sleep in cold alleyways.	Locals live in fear of the shark infested waters.
It is our children who miss out if a local sports centre is not built.	The university will cater for Brazil's best and brightest students.