Identifying Persuasive Devices

Adjectives & Adverbs	Carefully selected adjectives and adverbs used to influence how readers feel.	**Involve the Reader**	Language that talks to the reader. For example: 'our', 'we', 'us', or 'you'.
Alliteration	Words beginning with the same sound placed close together.	**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. 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: