

Persuasion Techniques

I will introduce one
persuasion technique
each day.



Your homework will be to write an
example of the use of that
technique using the topic and ideas
you have for your career.

Persuasion Technique #1 - Emotional Appeal

Example of an Emotional Appeal

Thousands of species are at the mercy of our
selfishness and disregard for the
environment they need to survive.

Conservation scientists seek to find a way to
Prevent the loss of ecosystems.

Emotions a writer can appeal to include

- Fears – Ex. Do you want to graduate after 7 years of school with a \$40,000 school loan debt?
- Desire to seem intelligent
- Need to protect your family
- Desire to fit in, to be accepted, to be loved
- Desire to be an individual - to not be like everyone else
- Desire to follow a respected tradition
- Desire to be wealthy or save money
- Desire to be healthy
- Desire to protect animals and the environment
- Pride in our country

Name _____

Write Your Emotional Appeal Below!

You may write more than one if you would like.

Persuasive Technique #2 - Attacks

Explanation of Technique of Attack

Attack other views or possibilities and the people who hold them by portraying them **foolish, dangerous, uncaring or deceitful**. **Using humor to make fun of these views** can be particularly persuasive. It is also powerful after attacking to tell the audience that they are **free to choose the other side if they wish**.

Example of an Attack

Football? Sure, you can get three concussions and scramble your brains before you tear your ACL and need major surgery, and then not get a college scholarship and not be able to go to college because you have lousy short term memory and depression.

Or you can swim. It's your choice.

Warning: Can offend or alienate audience if overdone.

Name _____

Write Your Persuasive Attack Below!

You may write more than one if you would like.

Persuasive Technique #3 - Air and Refute

Air and Refute Objections - Explanation

It goes without saying that you will come across objections to your point.

You should not ignore them.

Take the opportunity to overcome them, to argue against them.

Air and Refute Objections - Example

I know many think cheerleading is not a sport. But the girls practice longer and harder than most other teams and are incredibly strong and fit. They also have had more state championships in cheerleading than in any other sport

Name _____

Write Your attempt to Air and Refute an Objection to your topic below!

You may write more than one if you would like.

Persuasive Technique #4 - The Bandwagon

The Bandwagon - Explanation

The name of this technique comes from the old phrase "jumping on the bandwagon," which means to join the group that is doing something. Here the speaker or writer says that something must be right or the best or desirable because it is popular or suggests that not doing something will mean being left out of a desired group. This is then similar to creating the fear of being left out or missing out on something good.

The Bandwagon - Example

8 out of 10 class valedictorians enter a career based in the maths and sciences.

Name _____

Write Your attempt to get people on the Bandwagon below!

Make them feel like they should go into your career because everybody cool is doing it!

You may write more than one if you would like.

Persuasive Technique #5 - Inclusive and Exclusive Language

Inclusive and Exclusive Language- Explanation

Inclusive language such as
“we,” “our,” and “us,
And exclusive language such as
“Them”
can persuade by including the reader
or by creating a sense of solidarity
or a sense of responsibility.

Inclusive and Exclusive Language-
Example

People like
you and me don't want
to see this happen.

Name _____

**Write Your attempt to persuade by using inclusive and
exclusive language below below!**

Make them feel like they should go into your career because they want to be with the "in" crowd!

You may write more than one if you would like.