Name:_____ Date:_____

Persuasive Devices and Propaganda

Sometimes a writer tries to get you to think a certain way. A writer's persuasive devices are sometimes called **propaganda**. If you recognize propaganda always check to see if the statements are backed up with facts and details.

Three Types of Persuasive Devices

Bandwagon- This device suggests that because many persons are doing something, it is the right thing to do.

Example: Join the thousands of smart shoppers who make their first stop to Save Rite Market!

Testimonial- This device uses well known people to recommend an idea or a product.

Example: Olympic long jumper Rock Ridges says, "Every jump takes a burst of energy. I always get mine from a breakfast of Muscle Mush."

Loaded Words- These are emotional words that call up negative or positive feelings. They try to slant a reader's view.

Example: Are you suffering with a miserable cold? Feel better fast with a steaming cup of soothing, delicious Health Nog.

Read each scenario below. Select which persuasive device is being used and explain your answer.

1. Mr. Fox is a trusted veterinarian for 15 year. He advocates that Nutri-Chow is one of the best dog foods on the Market!

Device Used: _____

Explain:

_____

_____

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2. Join the thousands of customers who are shopping at *Fit Just Right Shoe Store*. You are sure to find the ideal shoes to meet all of your footwear needs.

Device Used: _____

Explain:

_____

_____

3. Delicious! Nutritious! and Crunchy! Try Mama Lisa's Fruity Cereal today! Your taste buds will thank you!

Device Used: _____

Explain:

_____

_____

4. Intelligent, smart and innovative, these are just a few of the qualities that Olivia Reynolds displays. Vote Olivia Reynolds for Student Body President. She is trustworthy and cares about her fellow students.

Device Used: _____

Explain:

_____

_____

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5. Famous soccer player Pablo Juan says "*Comfy Cottons* are my favorite socks. I guarantee that they always fit comfortably and helps me win my soccer games!"

Device Used: _____

Explain:

_____

_____

6. Children all over the world have read the new novel *A Kid's Trip to Paris.* This novel will keep you engaged as you discover the adventures of Royann and her family. Join the other children who are enjoying this new book. Get your copy today!

Device Used: _____

Explain:

_____

_____

LIVEWORKSHEETS