B2 Persuasive Communication Verbs — Exercises

Practice persuasive communication verbs through matching, gap fill activities, and discussion questions.

PART 1 — Match Up Exercise

VERBS	DEFINITIONS
A. assure	1. praise somebody too much, often to get an advantage
B. confront	2. express very strong disapproval of something
C. condemn	3. make somebody feel less worried or nervous
D. deceive	4. make somebody believe something that is not true
E. discourage	5. describe something as bigger, better, or worse than it really is
F. exaggerate	6. give somebody the wrong idea or false information
G. flatter	7. make somebody feel less confident or less motivated
H. intimidate	8. laugh at somebody or make fun of them in an unkind way
I. manipulate	9. tell somebody confidently that something is true or will happen
J. mislead	10. control or influence somebody unfairly
K. mock	11. face somebody directly about a difficult situation or problem
L. provoke	12. cause a strong reaction, especially anger
M. reassure	13. make somebody feel afraid or nervous

PART 2 — Sentence Gap Fill

Verbs: assure • confront • condemn • deceive • discourage • exaggerate • flatter • intimidate • manipulate • mislead • mock • provoke • reassure

1. The company spokesperson tried to _____ customers after the technical problem had been discovered.

2. During the interview, the journalist decided to _____ the politician about the missing documents.

3. International organisations immediately _____ the violent behaviour of the government.

4. Several customers claimed that the advertisement had _____ them about the product.

5. Teachers should never _____ students from expressing their opinions openly.

6. Some newspapers tend to _____ minor incidents in order to attract attention.

7. The employee constantly _____ his manager in hopes of receiving a promotion.

8. Several employees said they had been _____ into signing the contract.

9. Social media can sometimes _____ public opinion very effectively.

10. The article completely _____ readers about the purpose of the study.

11. Some reality shows openly _____ participants for entertainment purposes.

LIVEWORKSHEETS

12. His comments immediately _____ a strong reaction online.

13. Doctors attempted to _____ nervous patients before the operation started.

PART 3 — Discussion Questions

1. How can governments reassure people during a crisis?

2. Have you ever confronted somebody about lying?

3. What kinds of behaviour should people strongly condemn?

4. Why do some companies try to deceive customers?

5. What can discourage students from learning English?

6. Why do newspapers sometimes exaggerate stories?

7. Is flattering somebody always dishonest?

8. When can people feel intimidated?

9. How can advertising manipulate consumers?

10. Have you ever been misled by information online?

11. Why do some people mock others on social media?

12. What kinds of comments usually provoke strong reactions online?

13. What helps reassure you before an important exam or meeting?

LIVEWORKSHEETS