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



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:

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



Device Used:					
Explain:					
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6. Children all ov Trip to Paris. To the adventures children who a	his novel v s of Royanı	vill keep ; n and he	you enga r family.	ged as you Join the ot	discover ther
Device Used:					
Explain:					

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!"

