

Persuasive Techniques

DIRECTIONS: Match the persuasive techniques with their definitions.

repetition

pathos

logos

rule of 3

ethos

No.	Definition	
1.	Using logical statements or reasons / facts / statistics / numbers or figures to convince the audience of an argument.	
2.	Using the speaker's credibility / trustworthiness / authority to convince the audience of an argument.	
3.	Using emotional responses and feelings to convince the audience of an argument.	
4.	To repeat a word or phrase three times or more to ensure that the point of view being made stays in the audience's mind.	
5.	To use three words / phrases in a row to help audience remember anything easily.	

opinion

exaggeration

use of pronouns

alliteration

rhetorical questions

No.	Definition	
6.	Asking questions to grab a reader's attention, making them think, but they don't need to have an answer back.	
7.	The repetition of the same consonant sounds at the beginning of words in two or more neighboring words to draw readers' attention on a particular section of text.	
8.	Someone's point of view.	
9.	To overstate something to help persuade readers of a certain point of view / claim.	
10.	Using words like 'we', 'you', 'our' and 'us' to make your audience feel like you are only talking to them.	