

Persuasive Devices and Propaganda

(Testimonial, Loaded Words, Bandwagon)

Read the following "Beth Chang for President" poster. Look for persuasive devices as you study it.

BETH CHANG FOR STUDENT PRESIDENT

Chang + e = Change!

Change = delicious, more nutritious lunches

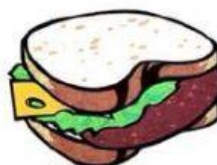
Change = a longer recess with more exciting, fun-filled activities

Change = more computers in an updated, modern computer lab

Join students who know what's best for the school.

Vote for Chang!

Beth Chang is backed by student president Joseph Wall
and student athlete Zack Pappas.



What persuasive device is mainly used in this part of the poster?

Change = delicious, more nutritious lunches

Change = a longer recess with more exciting, fun-filled activities

Change = more computers in an updated, modern computer lab

What persuasive device does this sentence use?

Join students who know what's best for the school.

What persuasive device is used in the last sentence of the ad?