

Persuasive language – answer sheet

- Persuasive language =
Words used to make others believe or do one thing.
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- Persuasive language techniques

TECHNIQUE	DESCRIPTION	EXAMPLE
RHETORICAL QUESTION	A question designed to make the reader think. It does not need an answer.	<i>Why would anyone want to hunt foxes with dogs?</i> <i>Isn't the solution obvious?</i>
TRIPLES	To repeat an idea or image three times, usually in a slightly different way.	<i>Hunting is evil, cruel and outdated.</i> <i>Do it well, do it fast and do it now.</i>
OPINION AS FACT	To present beliefs as if they are factual truths.	<i>This is an excellent school.</i> <i>Obviously, hunting is cruel.</i>
SUPERLATIVE	Adjectives to imply the highest or lowest quality.	<i>This is the best school in the area.</i> <i>It is the worst book ever written.</i>
EMOTIVE LANGUAGE	Words and phrases to make the reader feel something.	<i>The fox is torn viciously apart by savage dogs.</i> <i>You too can be beautiful.</i>
PRONOUNS	Refers to people to identify the reader/writer relationship.	<i>We all feel that...</i> <i>Surely you can see...</i>
FLATTERY	Say nice things to the reader to get them on your side.	<i>As you are the sort of customer that appreciates quality...</i>