

Persuasive Techniques- Matching Exercise

TASK ONE: Match the persuasive technique to the definition.

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| Rhetorical questions | Using words like 'we', 'you', 'our' and 'us' to make your audience think you are talking only to them. |
| Groups of Three | When you pick holes in your opposition's argument so that your point of view sounds better. |
| Emotive language | To go over the top and make things sound better or worse than they are. |
| Repetition | When three adjectives or phrases are used together to make them stand out. |
| Alliteration | Repeating words or phrases so that they stick in your audience's mind. |
| Exaggeration | Using words that make people feel sad, angry, upset, sympathetic or guilty. |
| Personal pronouns | Repeating the consonant sounds at the beginning of words to make them stand out. |
| Criticise the other person's point of view | The subjunctive mood is the verb form used to explore a hypothetical situation. |
| Subjunctive | Using questions that don't need an answer to get the audience to think. |