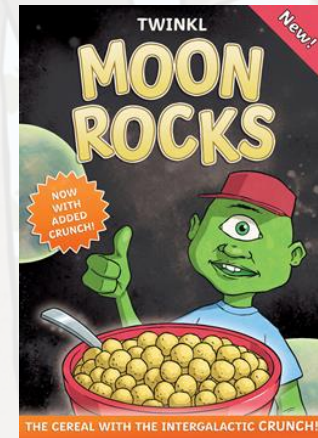# Persuasive Devices

Persuasive Devices

Persuasive devices are language features typically used in a persuasive piece of text.

A written persuasive text is intended to persuade the reader to think in a particular way.

This can be achieved by using persuasive devices/techniques.

Persuasive Devices

Go through

A FOREST

to be heard, get noticed and to draw in the reader to your writing.

Persuasive Devices

Alliteration

Facts

Opinions

Repetition (& **R**hetorical Questions)

Emotive Language (& **E**xaggeration)

Statistics

Three (rule of)

Alliteration

Alliteration is the stylistic device of using a series of words that begin with the same sound.

Walking **w**ombats **w**obble.
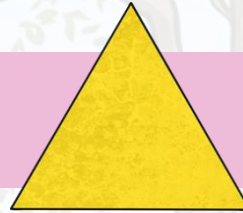
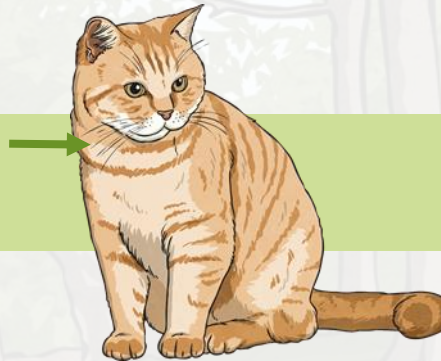A **p**articularly **p**erfect **p**izza!

Facts

A fact is something which is truthful and can be proven.
Facts can be used to support a point being made.

A triangle has three straight sides. **FACT**

Cats have whiskers. **FACT**

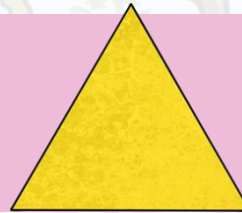People need water to survive. **FACT**

Opinions

An opinion is someone's point of view of/about something that is not based on fact or knowledge.

A triangle has three straight sides.

Triangles are easy to draw.

FACT

OPINION

Cats have whiskers.

Cats are cute.

FACT

OPINION

People need water to survive.

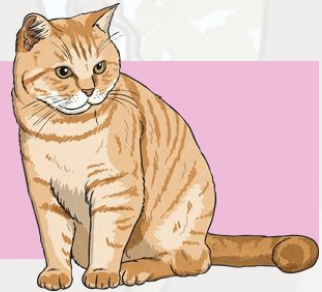You need to drink 2-3 litres of water each day to survive.

FACT

OPINION

Repetition

To repeat the same thing more than once. This can be done by repeating the words or sentence in the same way:

Cats are the best! They make great pets and are very friendly, **cats are the best**.

or

the meaning can be retained but stated in a different way using the same words:

Cats are the best! They make great pets and are very friendly. You should choose a **cat** because they make the **best** pets.
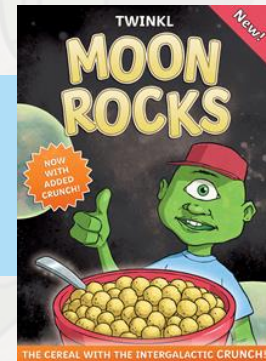
Rhetorical Questions

A rhetorical question is one that does not require an answer.

Can you really afford to ignore this warning?

Will you let this bargain pass you by?

$1

How will you ever forgive yourself if you don't buy this product?

Emotive Language

Sometimes writers deliberately choose words to be emotive.

Emotive language means words that create an emotion in the reader.

How does this make you feel? What are the emotive words?

After Christmas every year, there are thousands of abandoned puppies left to wander the streets, scared and alone.
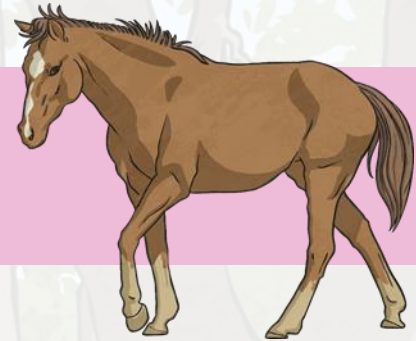
Only your support can rescue them.

Exaggeration

A statement/information that is untrue or over the top.

I could eat a horse I'm that hungry!

I will explode if I am asked to do that again!

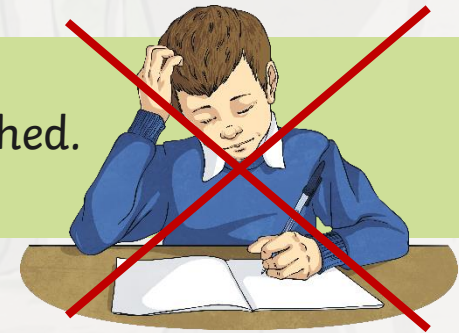The motorbike travelled faster than the speed of light.

Statistics

Factual data used to convince the reader.

95% of people agreed it was the best pizza they had ever tasted.

85% of children believe homework should be abolished.

What data could you use if you were trying to persuade people to eat healthily?

Three (rule of)

It is believed that a person is more likely to remember things if they are grouped in three.

"**Stop**, **look** and **listen** when crossing the road."
  1   2   3

When using this in persuasive writing choose an order so the word having the biggest impact is at the end.

Twinkl chocolate is **smooth**, **velvety** and **tastes divine!**
                       1   2   3