

Persuasive Techniques

Why didn't I think
of that?

Yes, you're right!

I agree!

Simile

Simile is when two items are compared using the terms 'as' or 'like'.

Here are some examples of simile being used to persuade:

"When you buy bottled water, you are just throwing your money away like rubbish."

"We scavenge like hyenas, taking whatever we can find without any consideration of what the consequences are."

"We are responding to the waste epidemic as slowly as a sloth."

Repetition

When the same word or phrase is repeated multiple times to place emphasis on a particular point.

Here are some examples of repetition being used to persuade:

“If we wish to make a real impact on the reduction of landfill waste, we must act now... if we wish to reduce the impact retrieving fossil fuels is having, we must act now... if we wish to protect our atmosphere from the impact of greenhouse gases, we must act now!”

“It is you who can reduce the amount of waste you produce... it is you who can ensure that you use recyclable products... it is you who can stop using single-use plastics... it is you who can save the world!”

Tripling

Providing three reasons or three supporting statements for a point of view.

Here are some examples of tripling being used to persuade:

“We need to reduce our impact on the natural environment to protect the natural environment, to protect ourselves and to ensure there is a habitable world for our future generations.”

“Showing pure empathy is the only way for us all to really be equal. We are all faced with our own challenges, we all have individual needs and we all have our own unique emotions.”

Emotive Language

Using strong words or phrases that draw out the emotion of the reader/listener.

Here are some examples of emotive language being used to persuade:

“The number of people in our world suffering from lack of food and water is truly harrowing.”

“The impact that she has had on the development of our nation is inspiring to all.”

“His contributions to society and, in particular, local communities are worthy of honour.”

Modality

When our choice of words shows how definite or certain an outcome or event is.

Here are some examples of modality being used to persuade:

“We must act now!”

versus:

“We should act now.”

“If this is not changed, there will certainly be horrible consequences.”

versus:

“If this is not changed, there might be horrible consequences.”

Rhetorical Questions

When a question is asked, but no response is required. This suggests that there is only one reasonable answer.

Here are some examples of rhetorical questions being used to persuade:

“Do you really think it is reasonable to not bother recycling, while we continue to clear land in the Amazon rainforest?”

“Is it really worth the effort?”

“Am I the only one who thinks this is important enough to stand up for?”

Some tips on how to use persuasive techniques:

- 1. Think about your audience:** Which persuasive technique would have the most impact on them? How could you use the technique to connect to them?
- 2. Balance your use of techniques:** Don't use the same persuasive technique too often.
- 3. Choose your technique wisely:** Think about which technique flows naturally in your writing. Don't force yourself to use a technique, you don't want it to be obvious!