

Persuasive Techniques

Bandwagon: Using the argument that because everyone is doing it, you should, too.

Example: Every kid loves pizza, so our cafeteria should serve it every day.

Testimonial: Using the testimony or statement of someone to persuade the audience to think or act as he or she does.

Example: Bob has been in three different middle schools, and he claims our cafeteria has the best pizza.

Expert Opinion: Using quotes and statements from a person considered to be an expert on the topic.

Example: Sally Jones, the Health Inspector, said after her visit to our cafeteria, "You have wonderfully clean facilities."

Statistics: Using research to support the writer's view.

Example: According to a Middle School Health survey, only 85% of adolescents consume lunch.

Call to Action: Encouraging the reader to do something about the issue being addressed.

Example: All of us need to eat our lunches in our cafeteria every day.

Emotional Appeal: Using details to create an emotional response from the reader (pity, disgust, fear, anger, etc.).

Example: When you skip a meal, your body begins converting energy into fat in an effort to keep from starving.

Rhetorical Question: Using a question to capture the reader's attention and focus the purpose.

Example: Do you enjoy the sound of your stomach growling?

Repetition: Repeating a word or phrase throughout the writing.

Example: Hunger. It affects all of us at some point in the day. Hunger. Our growing bodies need fuel to help us function. Hunger. It is keeping many of us from achieving our best in school.

Prediction: Predicting the outcome of the situation.

Example: If we do not take our eating habits seriously, our grades will drop and our future will be doomed.

Cause and Effect: Stating the effect that something may have.

Example: Because not enough students are eating in the cafeteria, our choices of food items have been limited.