



By Stacey Lloyd

FREE

PERSUASIVE

Language

Techniques

WORKSHEETS



Thank you for downloading this product. . .

I hope that these notes and worksheets prove useful to your students. Please don't hesitate to email me if you have any questions or queries, and know that feedback is always appreciated.

Warm regards 

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CONTENTS & IDEAS FOR USE

| PAGE | WORKSHEET | WHAT IS IT? | IDEAS FOR USE |
|------|---|--|---|
| 1 | 20 Techniques of Persuasive Language | This one-page informational handout covers twenty common techniques of persuasion found in advertising, propaganda, persuasive speeches and writing. | As an introductory exercise, I usually go through this list with my students, asking for examples and suggestions. Then this page is stuck in their notebooks for reference and study purposes. |
| 2 | Identifying Persuasive Techniques in Advertising | This worksheet puts students' knowledge of persuasive language to the test by requiring them to identify how techniques are used in extracts from advertisements. This is a great way for students to see the <i>everyday</i> usage of these concepts. | I usually hand out this worksheet and instruct students to complete it individually. Then I instruct them to swap their pages with a partner and compare and discuss their answers to see if they identified similar techniques and if they agree with each other. |
| 3 | Answer Key | A suggested answer key for the above worksheet. | As these exercises are not graded, I usually go through the answer key with the class, having them correct their own answers, or those of a peer. |
| 4 | Identifying Persuasive Techniques in a Political Speech | This worksheet focuses on an extract from Winston Churchill's speech "Blood, Toil, Tears and Sweat". Students are required to read the extract and then complete the table – identifying the effects of the different techniques. | I use this as a good homework task, or for extension purposes. However, it could also be used as a class task for students to complete individually or in pairs. |
| 5 | Answer Key | A suggested answer key for the above worksheet. | As these exercises are not graded, I usually go through the answer key with the class, having them correct their own answers, or those of a peer. |
| 6 | Using Persuasive Techniques | This worksheet requires students to put their knowledge into action by writing their own persuasive sentences with the use of persuasive language techniques. <i>PLEASE NOTE: There is no answer key for this worksheet as it is a individual writing exercise.</i> | This worksheet can be used for individual work or homework. However, what I sometimes do is ask students to write their sentences but not identify the techniques. Rather, they must swap their work with a partner who must see if they can identify the techniques used. |

20 Techniques of Persuasive Language

Examples of persuasive language are all around us: in advertising, politics, editorials, and reviews (just to name a few). It is important to understand techniques of persuasion so that you can identify and analyze them in use, but also so that you can utilize them in your own writing and speech.

Adjectives are descriptive words used to add emphasis and to create an emotional response.

Alliteration is the repetition of initial consonant sounds in order to emphasize certain words and make them more memorable.

Anecdotes are short personal stories used to connect with the audience and add evidence or credibility to an argument.

Assertion is when an idea is presented as fact without full explanation or evidence; it is used to assert authority and make claims sound factual.

Attacks are when a speaker/writer addresses an opposing view or speaker and attacks their argument or character.

Bias is the presentation of only one side of an issue or viewpoint and is used to subjectively influence an audience.

Connotation is the ideas or feelings that a certain word invokes and is used to create certain emotional responses in an audience.

Credibility (Ethos) is the establishment of authority and reliability, and is used to gain the confidence and trust of the audience.

Emotion (Pathos) is feelings accentuated by experiencing love hate, fear etc. An appeal to emotion is used to engage with an audience and create an emotional response.

Exaggeration is the representation of something as greater than is actually the case and is used to grab the attention of the audience and emphasize certain points.

Evidence is the facts or information that indicate whether a view is true or valid and is used to give weight to an argument or belief.

Figurative Language is used to create imagery and express things non-literally; it can help to make an idea more emotive, vivid and convincing.

Generalization is the inference that a claim is true for most people or a majority and is used to speak to prevailing beliefs or prejudices of an audience.

Rule of Three is when groups of 3 adjectives or phrases are used to make ideas memorable.

Jargon is special words or expressions used by a profession or certain group; it is used to signal expertise and establish credibility.

Loaded Words are words charged with an underlying meaning or implication and are used to produce emotion in an audience.

Pronouns are words that take the place of nouns and are used to create a sense of unity with an audience or distance from a common enemy.

Reason (Logos) is the power of the mind to think and form judgments logically; it is used to appeal to the rationality of an audience.

Repetition is the reoccurrence of certain words or phrases and it is used to emphasize certain ideas, and make them more memorable.

Rhetorical Questions are statements which are voiced as questions but are not expected to be answered; they are used to imply certain answers and draw audiences to certain conclusions.

IDENTIFYING PERSUASIVE TECHNIQUES

For each of the following advertising extracts, identify the persuasive language technique being used, and explain **how** it is persuasive.

in advertising

1 **Quick Chill Veggies**

Our frozen vegetables have 30% more vitamins than fresh ones.

2 *Love comfort. Love value.*

*Love **SUPER SOFT SOFAS.***

3 **Sophie's Nail Polish**

As strong as nails.

4 **PERCY'S PENCILS**

are simple, affordable and pretty.

5 **Celebrity stylist Rob Hall uses Nature's Nectar shampoo**

6 *Do you want to take care of your family's health?*

VITA-HEALTH VITAMINS

Supplements for men, women & children

7 *Pearl Clear.* Our new and improved moisturizing cream gives you cellular level cleansing with anti-wrinkle microtechnology.

8 **Lee's Pre-Cooked Meals** *Because everybody needs a little more free time.*

IDENTIFYING PERSUASIVE TECHNIQUES

ANSWER KEY

For each of the following advertising extracts, identify the persuasive language technique being used, and explain **how** it is persuasive.

1 **Quick Chill Veggies**
Our frozen vegetables have 30% more vitamins than fresh ones.

1) Logos is employed here as the advertiser has used statistics to try to persuade the consumer that their product is the rational choice, and backed up by 'fact'.

2 Love comfort. Love value.
Love **SUPER SOFT SOFAS.**

2) Here is an example of Repetition - or specifically, Anaphora: The repeated 'love' emphasizes it, and has positive connotations, thus making the product attractive and associated with 'love'. Also, there is alliteration in the name of the product (alliterative 's'), which makes it more memorable.

3 **Sophie's Nail Polish**
As strong as nails.

3) This one uses Figurative Language and more specifically, a pun. It's a play on the word 'nail' and is persuasive as nails (as in the hardware) are strong and durable, which is what one wants from a nail polish.

4 **PERCY'S PENCILS**
are simple, affordable and pretty.

4) Alliteration is used here (repeated 'p') as well as a list of 3 adjectives: Both of which make this memorable.

5 Celebrity stylist Rob Hall uses
Nature's Nectar Shampoo

5) This is an example of ethos as it appeals to the expertise of a celebrity stylist. Therefore, it adds credibility to their product. Also the 'n' is alliterative.

6 Do you want to take care of your family's health?
VITA-HEALTH VITAMINS
Supplements for men, women & children

6) The rhetorical question here is also an example of pathos as it is playing on the reader's emotional love for their family, and their concern for their health. There is also a list of 3 which makes it memorable.

7 **Pearl Clear.** Our new and improved moisturizing cream gives you cellular level cleansing with anti-wrinkle microtechnology

7) The descriptive adjectives 'new' and 'improved' have positive connotations and add emphasis. Also, the jargon signals knowledge, research and expertise and thus employs logos.

8 **Lee's Pre-Cooked Meals**
Because everybody needs a little more free time.

8) Assertion is used in the statement "...everybody needs a little more free time." - This makes it sound like an irrefutable fact, which is persuasive.

IDENTIFYING PERSUASIVE TECHNIQUES

Read the following extract from a famous political speech by Winston Churchill, and then fill in the table below.

in a political speech

Extract from "Blood, Toil, Tears & Sweat"

"We have before us an ordeal of the most grievous kind. We have before us many, many long months of struggle and of suffering. You ask, what is our policy? I can say: It is to wage war, by sea, land and air, with all our might and with all the strength that God can give us; to wage war against a monstrous tyranny, never surpassed in the dark, lamentable catalogue of human crime. That is our policy. You ask, what is our aim? I can answer in one word: It is victory, victory at all costs, victory in spite of all terror, victory, however long and hard the road may be; for without victory, there is no survival. Let that be realized; no survival for the British Empire, no survival for all that the British Empire has stood for, no survival for the urge and impulse of the ages, that mankind will move forward towards its goal. But I take up my task with buoyancy and hope. I feel sure that our cause will not be suffered to fail among men. At this time I feel entitled to claim the aid of all, and I say, 'Come then, let us go forward together with our united strength.'"

Winston Churchill was a British politician and Prime



Minister of the United Kingdom during the Second World War. He was also an excellent public speaker, artist and writer.

This extract comes from a speech he delivered on May 13th 1940. He had just been made Prime Minister of the United Kingdom and it was the first year of WWII.

| TECHNIQUE | EXAMPLE | EFFECT |
|---------------------|---------|--------|
| Rule of Three | | |
| Use of Pronouns | | |
| Ethos | | |
| Loaded Words | | |
| Anaphora | | |
| Alliteration | | |
| Rhetorical Question | | |

IDENTIFYING PERSUASIVE TECHNIQUES

Read the following extract from a famous political speech by Winston Churchill, and then fill in the table below.

ANSWER KEY

Extract from "Blood, Toil, Tears & Sweat"

"We have before us an ordeal of the most grievous kind. We have before us many, many long months of struggle and of suffering. You ask, what is our policy? I can say: It is to wage war, by sea, land and air, with all our might and with all the strength that God can give us; to wage war against a monstrous tyranny, never surpassed in the dark, lamentable catalogue of human crime. That is our policy. You ask, what is our aim? I can answer in one word: It is victory, victory at all costs, victory in spite of all terror, victory, however long and hard the road may be; for without victory, there is no survival. Let that be realized; no survival for the British Empire, no survival for all that the British Empire has stood for, no survival for the urge and impulse of the ages, that mankind will move forward towards its goal. But I take up my task with buoyancy and hope. I feel sure that our cause will not be suffered to fail among men. At this time I feel entitled to claim the aid of all, and I say, 'Come then, let us go forward together with our united strength.'"

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| TECHNIQUE | EXAMPLE | EFFECT |
|------------------------------|---|--|
| Rule of Three | '... by sea, land and air...' | By listing points in sets of three, they are made more memorable and emphasized. Here, the instructions for war are listed as three points and thus made clear and highlighted. |
| Use of Pronouns | 'We' / 'I' | Using 'we' helps Churchill to include himself with his audience which creates a shared sense of purpose and unity. However, when he switches to 'I' he indicates his sense of personal duty and confidence, as he assures his audience of his responsibility. |
| Credibility (<i>Ethos</i>) | '...all the strength that God can give us;' | By mentioning God here, Churchill is implying that God is for them, which adds credibility to their cause. Similarly, it implies he holds Christian views, which – to an audience of the time – would make him trustworthy. |
| Loaded Words | 'Victory' | He repeats this word five times and it is loaded with underlying meaning. It is positively connoted and appeals to the emotions of his audience – most notably their patriotic feelings and desire to win the war. |
| Anaphora | 'to wage war...' (repeated twice) / 'no survival...' (repeated 3 times) | These uses of anaphora (repetition at the beginning of successive clauses) reinforce the idea that they must go to war / the idea that without victory there will be no existence worth living. This repetition emphasizes Churchill's point and makes it memorable. |
| Alliteration | 'wage war' | Alliteration is used to emphasise and make the words more memorable. |
| Rhetorical Question | 'You ask, what is our policy?' / 'You ask, what is our aim?' | Churchill doesn't expect to have these questions answered as he answers them himself. He uses them by way of showing awareness of their concerns and addressing them. It is persuasive in that he answers any opposing thoughts and questions his audience might have. |

USING PERSUASIVE TECHNIQUES

For each of the following situations, write your own sentence(s) using persuasive language techniques. You must use a different technique in each sentence – although you can use more than one per sentence. You must identify which one(s) you have tried to implement. The first one has been done for you as an example.

Example. You are trying to convince your brother to stop smoking.

Every 8 seconds somebody dies from tobacco use. Do you really want to be a part of that statistic?

Technique(s) used: Evidence (logos) / Rhetorical Question



1. A parent trying to convince his/her child to spend more time on his/her schoolwork.

Technique(s) used: _____

2. A student trying to convince his/her teacher not to give him/her homework.

Technique(s) used: _____

3. You are trying to convince your friend to volunteer at a local animal shelter.

Technique(s) used: _____

4. A mother trying to persuade her child to have an apple instead of a bag of chips as a snack.

Technique(s) used: _____

5. It is a beautiful sunny day; you are trying to persuade your friend to go to the beach with you.

Technique(s) used: _____

6. A company that sells toys is trying to convince people to buy their most expensive teddy bear.

Technique(s) used: _____

7. You are running for class president and trying to convince you classmates to vote for you.

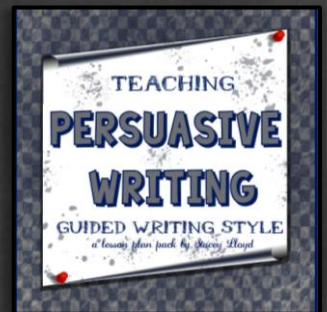
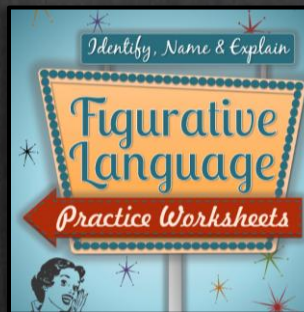
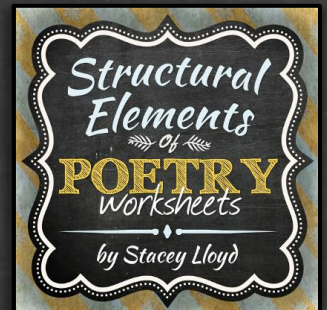
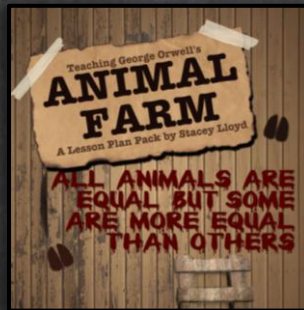
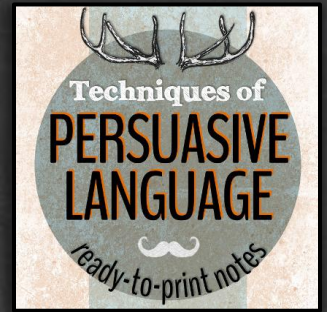
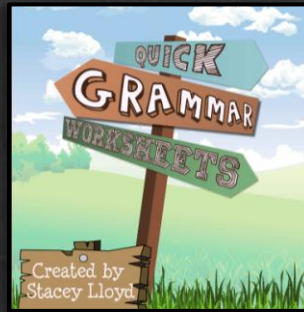
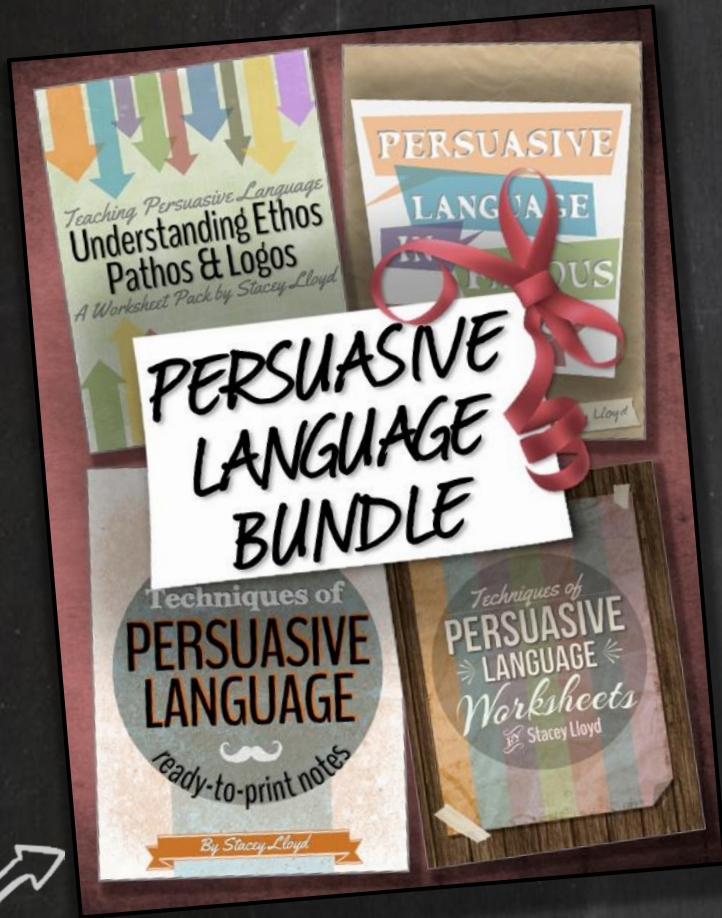
Technique(s) used: _____

8. A sports person who earns a huge salary is trying to convince the public that they are not overpaid.

Technique(s) used: _____

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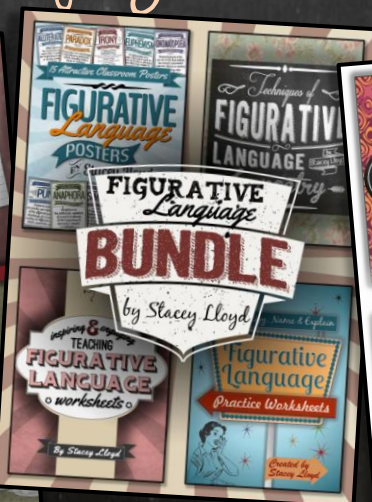
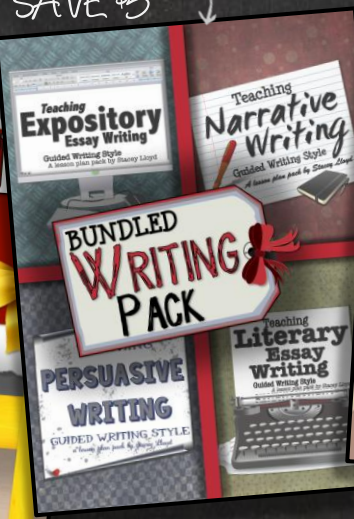


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