

Persuasive Techniques

persuade - change mind

↳ Convince

1. Argument from authority
opinion of well know people;
experts (Testimonial)
- teacher - subject / teaching
 - biologist / scientist
 - doctor - health

2. Argument from emotion

make readers feel an emotion

* guilt - animal adoption

* fear - guns can be danger
- politicians
- smoking

444
Bosnia
fear

• pride politicians

3 Argument from reason using logical argument

Your finger hurts.

You're banging it with a hammer

If you don't want pain, don't
bang your finger.

• numbers

Statistics "9 out of 10 pe

Learn
to
write
with
a
pen
or
pencil
for
students

- Monsters

- ~~Bias~~ / propaganda / persuasion