Name _____ Date _____

Persuasive Techniques

Persuasive techniques are used to influence the reader's thoughts, feelings, or actions. Writers use them to make their arguments clearer, stronger, and more convincing.

1. Emotive Language

What it is: Words or phrases designed to make the reader feel a strong emotion.
Example: "It is shocking that so many families are forced to live in cold, damp homes."

2. Rhetorical Questions

What it is: Questions asked to make the reader think rather than answer.
Example: "Why should anyone have to put up with this?"

3. Facts and Statistics

What it is: Using real information or numbers to make an argument more believable.
Example: "Over 60% of residents support the new community project."

4. Anecdotes

What it is: A short personal story used to make a point relatable.
Example: "Last year, I met a young man who told me he had nowhere safe to study."

5. Repetition

What it is: Repeating key words or phrases to make them memorable.
Example: "We need change—real change—before things get worse."

6. Rule of Three

What it is: Using three ideas or adjectives for impact.
Example: "Safe, warm, welcoming."

Persuasive Writing Techniques

Name _____ Date _____

7. Direct Address

What it is: Speaking directly to the reader using "you" to make the message personal.
Example: "You can help improve this community."

8. Expert Opinion

What it is: Using the views of professionals or specialists to support an argument.
Example: "Teachers agree that smaller class sizes improve learning."

9. Exaggeration / Hyperbole

What it is: Deliberately overstating something for dramatic effect.
Example: "This is the biggest problem our town has ever faced."

10. Inclusive Language

What it is: Using "we", "us", and "our" to create a sense of unity.
Example: "We all have a part to play in protecting our environment."

Below is one paragraph that includes every technique listed above. You can use this as a model for your own persuasive writing.

We all deserve a community that is safe, warm, and welcoming, yet it is shocking that so many people still struggle with poor living conditions. Why should anyone have to put up with this? Over 60% of residents say they want immediate action, and I understand why, last winter, I met a mother who told me she had to wrap her children in coats just to keep them warm indoors. We need change, real change, before things get worse. You can help make that change happen. According to housing experts, improving insulation is one of the most effective ways to reduce fuel poverty. If we ignore this issue any longer, the whole town will fall apart. But we can fix this together if we act now.