



## PERSUASIVE TECHNIQUES AND DEVICES: CARD SORT

(TEACHER COPY)

EMOTIVE LANGUAGE	Emotional words or phrases that help us understand the issues and draw on our emotions.
RHETORICAL QUESTION	A question asked to involve the reader. It doesn't require a direct answer.
REPETITION	Important words or phrases that are repeated to emphasise their importance.
ALLITERATION	Repetition of the same letter or sound in a sentence to attract attention to what is being said.
FACTS AND STATISTICS	These often include numbers and add factual weight to an argument.
EXAGGERATION	Overstating a viewpoint, statement or idea. Used to impress, to make things sound better than they really are.
TRIPLING / RULE OF THREE	A word or phrase repeated three times to add emphasis and create anticipation.
ANECDOTE	A personal story used to highlight or emphasise the issue at hand. This technique is often used by charities so people will empathise with the suffering.
PERSONAL PRONOUNS / DIRECT ADDRESS	Used to draw people into an argument as if they are being spoken to in person.



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(PUPIL COPY)

EMOTIVE LANGUAGE	Overstating a viewpoint, statement or idea. Used to impress, to make things sound better than they really are.
RHETORICAL QUESTION	A word or phrase repeated three times to add emphasis and create anticipation.
REPETITION	This often helps people understand issues in ways that a general account will not. This technique is often used by charities so people will empathise with the suffering.
ALLITERATION	Emotional words or phrases that help us understand the issues and draw on our emotions.
FACTS AND STATISTICS	Repetition of the same letter or sound in a sentence to attract attention to what is being said.
EXAGGERATION	These often include numbers and add factual weight to an argument.
TRIPLING / RULE OF THREE	Used to draw people into an argument as if they are being spoken to in person.
PERSONAL TESTIMONY	Important words or phrases that are repeated to emphasise their importance.
PERSONAL PRONOUNS / DIRECT ADDRESS	A question asked to involve the reader. It doesn't require a direct answer.