Persuasive Techniques

The art of convincing
1. **Emotional Appeal:** Writers may appeal to fear, anger or joy to sway their readers. This technique is strongly connected to the essay's mood.

2. **Word Choice (Diction):** Is a person "slim" or "skinny"? Is an oil spill an "incident" or an "accident"? Is a government expenditure an "investment" or a "waste"? Writers tend to reinforce their arguments by choosing words which will influence their reader's view of an item or issue.

3. **Rhetorical Question:** Sometimes a writer will ask a question to which no answer is required. The writer implies that the answer is obvious; the reader has no choice but to agree with the writer's point.

4. **Repetition:** Overly repetitive writing can become tiresome. However, when used sparingly for effect, it can reinforce the writer's message and/or entertain the reader. Writers may repeat a word, a phrase or an entire sentence for emphasis.
Does she...or doesn’t she?

Hair color so natural only her hairdresser knows for sure!

Of course she’d look fresh, radiant anywhere! Her hair is silky, shiny. It sparkles with life and exciting young color that looks completely natural even in the most natural surroundings. And that’s why Miss Clairol is so far ahead of the field. Finished tone is always fresh, lively yet soft and lady-like. And it’s all done in minutes...with the greatest of ease!

MISS CLAIROL

More women use MISS CLAIROL than any other hair coloring.

BE FUNKY.
JUST DON’T SMELL FUNKY.

IMPROVED. STAYS CLEARER. LASTS LONGER.

SECRET LAXATIVE

*On odor.
5. **Analogy:** This tool is not limited to poets. Ads and essays often utilize comparisons or figures of speech (e.g. simile, metaphor, personification) to help make their point.

6. **Association:** A writer may mention an important event or person in an essay to lend importance or credibility to his/her argument.

7. **Hyperbole:** This is one of the more enjoyable persuasive techniques. It involves completely overstating and exaggerating your point for effect. (Like when your mom says, "I must have asked you a million times to clean your room!" Get it?)

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At Mutual Series, we seek to find value wherever it hides. Our portfolio managers utilize proprietary, bottom-up research to uncover opportunities the market has overlooked—in any market cycle.

This time-tested approach has made Mutual Series a leader in value investing for over 60 years. For more information, talk with your financial advisor, call 1-800-FRANKLIN, or visit franklintempleton.com.

Before investing in a Mutual Series fund, you should carefully consider the fund's investment goals, risks, charges and expenses. You'll find this and other information in the fund's prospectus, which you can obtain from your financial advisor. Please read the prospectus carefully before investing.
5.4 million die of smoking related causes every year. That's 2000 times a 9/11.
Persuasive Techniques

8. **Testimonial**: using words of an expert or famous person to persuade.

9. **Bandwagon**: persuade people to do something by letting them know others are all doing it.

10. **Name Calling**: describing bad aspects of a competitor's product so that the advertised product seems better.

11. **Plain Folk**: using actors who represent "average" people to suggest that, because people in advertisements resemble friends and neighbors, the product they are using must be good.
"I'm passionate about Proactiv because it works."

Jessica Simpson

The #1 acne fighting solution!

Over 10 million people have discovered the Proactiv® System. Now you can too! This Combination Therapy® System fights acne proactively by helping to prevent breakouts before they start. Yet this 3-Step System is so gentle, your skin can actually clear up without dryness, redness, or irritation. With a 60-Day Money Back Guarantee, you have nothing to lose but the blemishes!

3 FREE BONUSES, A $45 VALUE!

Order now and get the Refining Mask, Face the Facts Booklet, and our Green Tea Moisturizer, a $45 value for FREE!
Your turn

Locate an ad and answer the following questions:

1. Identify what the ad is offering.
2. What does the headline say?
3. What is the main graphic?
4. Identify the selling points.
5. Identify what persuasive techniques are being used.
6. What emotion does this ad appeal to?
7. Is this ad memorable?
8. Would you purchase this product based on this advertisement? Why or why not?