

Name: _____

Date: _____

Persuasive Techniques

T O Y V X L E M O T I O N A L A P P E A L N E Q
C F B L E A R E P E T I T I O N E J U Y I W V Z
R L N N K G A B P Z G F A D F T S H R B W D E L
J O O Z P P A S I K K I Z O Q N O O A H N O R G
R V I J G H M U L A N O I T A R I P S A W T Y D
O V T Y Z F O C G N B R B P I Z S I R G B Z M C
Q K S P T Z O D P N A V O E B Z X N Z B G F A I
B H E J M L D C E B A R A F V M Z I N P V V N E
W G U T B A D O R K N L S E J W W O N L L L X U
H V Q F A I F U S N C F E X S Q L N C F D S T F
A C L M R N C N O N Z E J V H D P S Q I P U J P
F H A W L O Y T N F O B O B I G O B V E D E V S
A Y C X R M C E A A Z G L N D T F A E H Y F S U
L N I B O I S R L N R Y A L K A O I C I P E T S
L G R J E T C A P U U J R W C P M M M Z R S J P
I R O W T S I R R I L B Z T D W H B E D R K U D
T N T Y A E T G O C E F S K Q N O M D V O Q W F
E F E O K T S U N G O X G D V E A A A W W H L E
R O H X V P I M O D F Q C Y R Y T B P M Q V D D
A Q R L O S T E U E T B W S B C C Q K G N O D A
T B N Y V Q A N N J H W M S E H N P L P W Q A L
I D L G C J T T S U R C X R S J W N J J G R C U
O B A A P H S M B Y E B I K G S A V G E R J M F
N V T E G K D N G B E D V S W X X K P Y Y H B T

rhetorical question
emotive language
rule of three
testimonial
Bandwagon
facts

personal pronouns
emotional appeal
alliteration
statistics
opinions

counter argument
direct address
aspirational
repetition
everyman