



Persuasive Techniques



It can be difficult to distinguish between writing to argue and writing to persuade. The ideas you offer can be almost the same - you basically want readers to agree with you. What makes the difference is how you go about convincing them.

When writing to persuade you can be **single-minded** and **opinionated**.

This difference means that when you **write to persuade**, you can afford to be:

- more **one-sided** - making your ideas seem like the only sensible choice.
- more **personal**
- more reliant on **passion** and **emotion**.
- more reliant on **rhetorical language and devices**.



I'm not pig-headed; I'm single-minded and determined!

There are many different persuasive techniques that you could use in your writing:

Colloquial / Chatty style	Rhetorical questions	Use contrasting ideas/images	Criticise opponent	Use personal pronouns	Shock tactics
Hyperbole	Emotive language	Play on the reader's guilt	Short Sentences	Humour	Quote an expert
Use statistics	Clusters of three	Forceful phrases	Imagery	Repetition	Play on sympathy
Figures of speech	Memorable words/phrases	Anecdote			

However, we are going to focus on just eight of the most effective techniques:

power of three

emotive language

rhetorical questions

say again

undermine opposing views

anecdote

direct address

exaggeration