

# Forms of Persuasion

## Example sheet

Flattery- Being nice to someone, in the hope that they'll agree to your suggestions.

Gaining sympathy- I only had £20.00 left but offered it to a homeless man who looked hungry and cold.

Rhetorical questions- Are questions that imply no answers. E.g. would you like to know?

Statistics- If you use facts and figures, it strengthens your argument E.g. 70% of locals have agreed to sign the petition.

Repetition- Repeat key words or phrases to help key themes and arguments stick in the mind of your audience. It makes it memorable. e.g. **Do you** wish to make a change? **Do you** enjoy swimming? **Do you** wish to be the reason why the gym will close?

Empathy- Putting yourself in the other person's place e.g. "I call him religious who understands the suffering of others" – Gandhi

Personal pronoun- Using personal pronouns includes the reader immediately thus having a greater effect on the reader when persuading. E.g. 'They do not know the damage they are causing to **our** natural resources.

## Forms of persuasion

The following techniques are commonly used in persuasive writing for both informal and formal pieces. Read the following and provide examples of your own in full sentences.

a) Flattery\_\_\_\_\_

b) Gaining sympathy\_\_\_\_\_

c) Statistics\_\_\_\_\_

d) Empathy\_\_\_\_\_

e) Repetition\_\_\_\_\_

f) Rhetorical questions\_\_\_\_\_

g) The use of personal pronouns\_\_\_\_\_