LESSON 15
STUDENT LESSON SUMMARY
COPYMASTER

Persuasive Techniques

ACADEMIC VOCABULARY

- **persuasive techniques**: methods to influence others’ opinions or actions
- **testimonial**: an expert or firsthand account
- **bait and switch**: technique in which a customer seeking a specific product is lured in, then persuaded to buy something else
- **propaganda**: information designed to manipulate political opinion

HERE’S HOW

**Step 1: Recognize persuasive messages.** They appear in speeches and ads.

**Step 2: Identify logical appeals.** Strong arguments give solid evidence.

EXAMPLE *Camp News* reports that a “Mew-tent” weighs less than 1.2 kg, making it the lightest one made, and therefore a wise choice for hikers.

**Step 3: Identify ethical appeals.** These appeal to common beliefs or values.

EXAMPLE Give to the Outdoor Fund if you want a healthier, cleaner tomorrow.

**Step 4: Identify emotional appeals.** These can disguise poor reasoning.

EXAMPLE Exercise robs you of fluid and minerals! Protect yourself with AquaGo.

**Step 5: Identify appeals by association.** These play on a wish to belong to a positive image. The message may be delivered as a **testimonial**.

EXAMPLE
- **Appeal to Loyalty**: Nob County Bank: Invest in a community you trust.
- **Plain Folks Appeal**: I’m voting ‘yes!’ It’s good for working folks like us.
- **Bandwagon Appeal**: Lose weight on the diet everybody’s trying!
- **Snob Appeal**: Head and shoulders above the rest? Try SkyHi Soda.
- **Appeal to Authority**: You know me as a star, but I’m asking for help.

**Step 6: Identify loaded language.** Words that manipulate may be extremely positive (purr), extremely negative (snarl), or extremely vague (weasel).

EXAMPLE
- **Purr Words**: The rich crust brims with fresh berries.
- **Snarl Words**: Our worthless competitor stumbled badly.
- **Weasel Words**: FonCord charges practically all cell phones.

**Step 7: Evaluate the message.** Think about a writer’s purpose, perspective, and bias. Ask yourself: Are claims supported by logic and facts? Do loaded words send a deceptive message? Are expert opinions truly authoritative or reliable?