# Persuasive Techniques

## ACADEMIC VOCABULARY

<table>
<thead>
<tr>
<th>Persuasion Techniques: methods to influence others’ opinions or actions</th>
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<tbody>
<tr>
<td>Emotional appeals: messages that create strong feelings such as pity or fear</td>
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<tr>
<td>Appeals by association: message that links an idea or project to a positive image or person, or idea</td>
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<tr>
<td>Loaded Language: words that manipulate with strongly positive (purr words), strongly negative (snarl words), or extremely vague words (weasel words)</td>
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## HERE’S HOW

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

### Step 2: Identify emotional appeals. These can disguise poor reasoning.

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

### Step 3: Identify appeals by association. These play on a wish to belong to a positive image. The message may be delivered as a **testimonial**.

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

### Step 4: Identify loaded language. Words that manipulate may be extremely positive (purr words), extremely negative (snarl words), or extremely vague (weasel words).

**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 5: Evaluate the message. Think about the 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?