



# Introduction to Rhetorical Devices - Persuasive Techniques

Match the term to its definition.

**facts**

Numbers, figures and collected scientific information in support of a thesis.

**statistical data**

A view or judgement based on a position of knowledge and authority.

**repetition**

The audience (whether an individual or group) feels as if the communication is personalised to them.

**rhetorical questions**

A piece of information that is proven to be true.

**imperatives**

Asked for dramatic effect rather than to elicit a response.

**expert opinion**

Words and phrases that tug at the heart-strings or arouse a strong emotional response.

**emotive language**

Short stories recounting a real-life incident or person, usually told to influence or humour.

**direct address**

Commands that give the recipient no room for manoeuvre, e.g. 'You **must** act now!'

**modal verbs**

Words expressing necessity or possibility, e.g. should, would, could

**anecdotes**

The reiteration of a key word or idea.