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Bitesize

Key Stage 3 – English with Media - Analysing persuasive texts - Persuasive techniques

Technique	Example	Possible effect on reader
Anecdote		Gives a personal perspective that can make an issue seem more interesting; can create sympathy in the reader.
Catchy phrases or slogans		Memorable and recognisable, these can help a reader remember the point being made.
List of three/a tripartite list		An appealing structure that helps ideas sound neat and effective or that can emphasise the qualities they're being told about.
Contrasts		Makes the writer seem to be trustworthy and honest, showing both sides of the argument. A contrast can also be dramatic or striking to the reader.
Criticising the opposite opinion		Makes the writer sound knowledgeable about both sides, and encourages the reader to trust them and feel equally critical of the opposing view.
Emotive words		Manipulates the reader's feelings making it easier to have them agree with the writer's point of view.
Exaggeration/ Hyperbole		Adds emphasis and sometimes humour or dramatic effect; it may encourage the reader to take the exaggerated idea for granted.
Forceful phrases/commands/ imperatives		These can help take command of the reader's thought process and urge them to make up their mind or agree with the points
Humour		Makes the writing more enjoyable, so the reader feels more positively about it and inclined to agree.
Imagery		Makes aspects of the argument more vivid for the reader, helping them imagine it in clearer detail in the ways the writer wants them to.
Opinion as fact		This makes the writer's opinion sound like the truth – readers who notice may be unimpressed by the writer's attempt to manipulate them but an uncritical reader may not notice and just accept the idea as fact.



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Personal pronouns		Offers a direct personal appeal to the reader, which makes them feel included and can help build a rapport with them.
Quotations and expert opinions		Information from other sources, particularly if the source is an impressive-sounding expert, makes the writer's point of view seem trustworthy, widespread and well-supported.
Repetition		Provides emphasis on a word or phrase, making it memorable and underlining the point the writer is making.
Rhetorical questions		Even though the reader can't directly answer the question, it will make them engage with the idea and think about it more than when they read only statements.
Shock tactics		Being shocked, horrified or surprised is a strong emotional reaction. It is memorable, and may jolt the reader into agreeing or taking action on the issue.
Statistics		Statistics are hard for most people to argue with, and for many they represent 'hard facts' and are extremely convincing in adding substance and evidence to the argument.

