**TECHNIQUES OF PERSUASION WORKSHEET**

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|  | **Use of emotive language or words** (e.g. ‘they were so cruel’) | **Use of the rhetorical question** (e.g. ‘How could we have known?’) | **Use of the 2nd person personal pronoun** (e.g. ‘you’) | **Use of the superlative adjective** (e.g. ‘most beautiful’) | **Use of generalisations** (e.g. ‘they all think this…’) | **Use of repetition**  (e.g. ‘a brave, brave, brave, lion’) | **Use of figurative language**  (e.g. ‘as free as a bird’) | **Use of factual information** (e.g. statistics) |
| **Examples in the text** |  |  |  |  |  |  |  |  |

**Extension activity**

Rank the technique from ‘most effective and persuasive’, to ‘least effective and persuasive’. Discuss and debate in pairs, and then as a whole class, come to an agreement on the most persuasive techniques used.