

How to Use Persuasive Language

Persuasive texts are composed using a variety of written language choices. When writing persuasive texts, authors carefully select language, thinking specifically about the effect they want their choice to have on a target/specific audience.



Written persuasive techniques

Technique		Definition
Figurative techniques	Metaphor	Comparison in which something is transformed into something else, seemingly unrelated
	Simile	A resemblance between two things using 'like' or 'as'
	Personification	Attributing human characteristics to ideas or things etc.
Sound techniques	Alliteration	Repetition of first letter – e.g. 'richly rewarding'
	Onomatopoeia	Words that sound like the object or thing they refer to



Technique		Definition
Structure techniques	Repetition	Repeated use of words and phrases, used to emphasise key points
	Tripling	Use of 3 aspects to link ideas/ parts of the topic Using triple examples or patterns of three for effects
	Contrasting/ comparisons	The use of opposites to show difference
Language techniques	Personal language	Language that includes reader and writer: e.g. I, we, our, your
	Emotive language	Strong adjectives and verbs that affect meaning when describing people, places, events etc., language that appeals to emotions. Words that sound like the object or thing they refer to.
	Modality	Language indicating a degree/scale of certainty, such as modal verbs [can, must, would, could etc.] and modal adverbs [possibly, likely, definitely etc.
	Mood	Imperatives, declaratives, exclamatives, interrogatives



Technique		Definition
Language techniques	Rhetorical question	Questions used to get an effect rather than a response
	Evaluative language	Repeated use of words and phrases, used to emphasise key points
	Intensifiers	Language that forms judgement, either implicitly or explicitly Usually adverbs that intensify or 'ramp up' meaning, such as 'extremely', 'mostly' etc., e.g. "the outcome was entirely shocking"

Spoken persuasive techniques

Technique	Definition
Verbal features	Pronunciation, phrasing/pausing/silence, audibility and clarity, volume, pace, emphasis.
Non-verbal features	Facial expressions, gestures, proximity, stance, movement.



Rhetorical devices



ETHOS

Credibility of the
author or subject

PATHOS

Appeals to EMOTION

LOGOS

Use of, or appeals to,
LOGIC



**COOL
.ORG**