

Persuasive Techniques



DIRECTIONS: Read the assigned text. Which of the following persuasive techniques does the text use primarily? Which does it use most effectively?

- | | | |
|--------|----------------------|----------------------|
| ethos | inclusive language | “agreement” language |
| kairos | figurative language | persuasive language |
| pathos | rhetorical questions | repetition |
| logos | assertion | alliteration |

This text **primarily** uses _____

This text **most effectively** uses _____

This text **is / is not** persuasive because _____

