

Does It Persuade?



DIRECTIONS: Read the assigned text. Then evaluate which persuasive techniques the text uses and how persuasive each is.

| Persuasive Techniques | Relevance to This Text |
|---|------------------------|
| Does the text eliminate choices other than what the author wants the reader to do, think, or believe? | |
| Does the text invoke the concept of scarcity? | |
| Does the text include persuasive words? | |
| Does the text provide social proof? | |
| Does the text use any particular persuasion technique (i.e., "foot in the door," "door in the face," etc.)? | |
| Does the text make you laugh? At what? Why? How? | |

In your opinion, is this text persuasive? Explain your answer.
