

Persuasive Techniques

Directions: Watch each commercial. Identify which persuasive techniques are used.

- Eliminate choices other than what the author wants the reader to do, think, or believe.
- Invoke the concept of scarcity.
- Uses persuasive words.
- Provides social proof.
- Uses a particular persuasion technique (i.e., "foot in the door," "door in the face," etc.).
- Make you laugh. At what? Why? How?
- Ethos
- Pathos
- Logos



Commercial #1 for _____	Persuasive Technique
Commercial #2 for _____	Facts, Examples, Details
Commercial #3 for _____	Facts, Examples, Details