

# Repetition for Persuasion

Repetition is a simple persuasive technique that is used frequently by politicians, journalists, and advertisers. It works because when we hear simple words and phrases over and over again, we tend to think that they are true, even when they are not. Anaphora is a rhetorical device in which a word or phrase is repeated at the beginning of successive phrases, clauses, or sentences in order to create emphasis. In advertising, the repeated word can also create a link between the items it is associated with. For example:

*You love your wife. You love your kids. You should love your car.*

**DIRECTIONS:** Choose one of the products. Pretend you work in advertising and you have to persuade people to want to buy the product. Create an advertisement using repetition or anaphora.



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