

Name _____ **Persuasive**

Personification for Persuasion

Personification is a kind of figurative language that gives human thoughts, actions, characteristics or emotions to something that is not human. Personification is sometimes used as a persuasive technique in advertising. For example:

Woof Woof Dog Treats. Your dog asks for them by name.

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 that personifies the product.


