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PERSUASIVE Technique	Meaning	Example
Rhetorical Question	When the writer asks a question - not to get an answer but to challenge you, make you, make you think, feel guilty, or examine your conscience.	Are you a real man? (Challenge) Can you watch this poor child suffer? (Guilt inducing) Why turn down 6% finance? (Inducing)
3-Point List	Persuaders often use lists of three. They seem to have a special rhythm that sticks in the mind and gets the message across.	A team a day helps you work, rest and play. Brushing your teeth, using them while, helps your gums stay healthy and stops bad breath.
Repetition	Repeating the same key word or phrase is bound to have an effect!	Come to life. Come to life!
Make it Personal	Getting the reader involved by using 'you' or making them feel part of something by saying 'we.'	Designed to fit the way you live your life. Together, we can make a difference.
Emotive Language	Words which play on the readers emotions.	Starred and beaten, this poor puppy would have died a miserable death without your help.
Exaggerated Claims	Language which makes things seem better, more exciting than they really are.	Cartibony - probably the best lager in the world. Fibre - tastes like chocolate never tastes better. BMW - the ultimate driving machine.
Short Powerful Sentences	Short sentences have real impact - even single word sentences/paragraphs can be effective.	You we can.
Herd Mentality	No one likes to be the 'odd one out' so tell the reader that they will be if they don't agree with you.	Everybody knows that... Obviously... You must be on a different planet if you haven't noticed...

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