**List of Common Persuasive Devices**

Here is a list of common persuasive devices and a simple definition. Make sure you are able to both identify the persuasive device in your chosen text **AND** be able to say what the effect of it is on a reader.

**Alliteration**

Repeating and playing upon the same letter. e.g: 'a back-breaking job'. Persuades by adding emphasis and reinforcing meaning.

**Anecdote**

A short account or story of an entertaining or interesting incident. eg: 'In my experience . . .' Usually makes reader sympathetic and receptive to the point.

**Bias**

One-sidedness in presentation of view/opinion. Can influence the reader by intentionally only presenting one side of the argument.

**Cliché**

Worn-out, over-used expressions. eg: "Fit as a fiddle", "Turning over a new leaf". Are familliar, often colloquial, a shortcut to convey meaning.

**Colourful words/ descriptive language**

Words that are heightened, lively, vivid and full of interest. Eg: hot = blistering, sultry, muggy, suffocating, steamy, wilting. Produce a picture and/ or induce an emotion. Engage the reader.

**Emotional appeals**

Play on peoples emotions such as fears, insecurities, desires, hopes and values. Can target moral values, patriotism, a sense of justice or injustice, family values, customs & tradition. Can manipuate the reader by triggering an emotional response.

**Emotive language**

The deliberate use of strong emotive words to play on people's feelings. Language that carries strong emotions Eg: words like sleazy, slimy, vicious, disgusting,outrageous. Evoke a strong emotional response in a reader to coerce/force agreement.

**Evidence**

Information, facts or statements used to support a belief, opinion, point of view or proposition. Eg- statistics, research, expert opinion, facts. Positions the reader & adds weight to the author's argument.

**Exaggeration**

Overstatement, stating the case too strongly, magnifying importance. Eg: "I'll die if he finds out!" Exaggeration makes a point dramatically to reinforce it.

**Generalisation**

A general statement that claims that whatever is being said is true for most or a majority. Eg: "Children see too much violence on TV"

**Inclusive Language**

Includes reader/audience, engages them, sounds friendly. Eg: "We all know that ..."

**Repetition**

Repeated words, phrases, ideas. Eg: "Never, never, never to be released." Gives emphasis & prominence to a point/idea, repeats ideas to reinforce point & make reader remember it.

**Rhetorical Questions**

Questions that have the answer embedded in them. Eg: "Are we going to accept these third-world hospital conditions in our country?" The answer seems obvious, so this is a very powerful manipulating device.