

**A**

**Packed with peanuts,  
protein and power!**



**B**

**Immerse yourself in the  
beautiful natural  
surroundings.**



**C**

**Are you ready for the  
adventure of a lifetime?**



**D**

**All TV shows  
All movies  
All the time**

**E**

**Without a doubt, the best  
theme park in Britain.**



**F**

**Your next holiday is just a  
click away!**



**G**

**The tastiest lasagne you'll  
ever eat.**



**H**

**We must take action  
now!**



Use the examples of persuasive techniques on this sheet to help you think of your own examples for each technique.

Persuasive technique	Description	Example
Power of Three	Using groups of three repetitions, three adjectives or three facts to get your point across	<ul style="list-style-type: none"> <li>• Stop, look and listen.</li> <li>• You can ride donkeys, eat ice-cream and build sandcastles.</li> </ul>
Emotive Language	Using specific choices of words and phrases to create an emotional response from your audience.	<ul style="list-style-type: none"> <li>• Exhausted children are forced to complete impossible homework.</li> <li>• The heroic man dived into racing traffic to save the helpless child.</li> </ul>
Rhetorical Questions	Using a question that does not need an answer, to draw in your audience and get them thinking.	<ul style="list-style-type: none"> <li>• Are you ready for the time of your life?</li> <li>• Is it fair to allow their habitat to be destroyed?</li> </ul>
Repetition	Using repeated words, phrases or sounds (alliteration) to emphasise a point or make it more memorable.	<ul style="list-style-type: none"> <li>• Best food, best service, best choice.</li> <li>• We must change. We must make a difference. We must act now.</li> </ul>
Strong Language	Using strong modal verbs e.g. must, will, can or definite language makes opinions stronger and more convincing.	<ul style="list-style-type: none"> <li>• It is certain that exercise will create a healthier lifestyle.</li> <li>• I truly believe that we must practise daily in order to improve.</li> </ul>
Direct Address	Using personal pronouns to talk directly to your audience.	<ul style="list-style-type: none"> <li>• You need this in your life!</li> <li>• As a community, we need to clean up our parks.</li> </ul>
Exaggeration, hyperbole and superlatives	Making something sound better (or worse) than it really is.	<ul style="list-style-type: none"> <li>• The hotel rooms were the dirtiest, smelliest bedrooms I had ever set foot in!</li> <li>• This is the comfiest sofa you'll ever sit on.</li> </ul>

[illegible]