

Group Members _____

Persuasive Techniques Checklist

Find an example to illustrate each of these persuasive techniques. One example may use several techniques. Label the examples and place them into your folder along with this sheet.

- | | |
|---|--|
| <input type="checkbox"/> Appeal to authority | <input type="checkbox"/> Glittering generalities |
| <input type="checkbox"/> Appeal to emotion (fear) | <input type="checkbox"/> Name-calling |
| <input type="checkbox"/> Appeal to emotion (sympathy) | <input type="checkbox"/> Plain folks appeal |
| <input type="checkbox"/> Appeal to ethics | <input type="checkbox"/> Repetition |
| <input type="checkbox"/> Appeal to logic/reason | <input type="checkbox"/> Rhetorical question |
| <input type="checkbox"/> Bandwagon | <input type="checkbox"/> Scientific approach |
| <input type="checkbox"/> Card-stacking | <input type="checkbox"/> Sex appeal |
| <input type="checkbox"/> Diction/word choice | <input type="checkbox"/> Snob appeal |
| <input type="checkbox"/> Endorsement/testimonial | <input type="checkbox"/> Something for nothing |
| <input type="checkbox"/> Euphemism | <input type="checkbox"/> Transfer |
| <input type="checkbox"/> Exaggeration/hyperbole | <input type="checkbox"/> Urgency |

Notes: