**Persuasive Writing Techniques**

**Repetition:**

Repeating certain words, phrases, or images can emphasize the writer's message. Also, if you just repeat something often enough, people remember it and start to agree with it.

**Appealing to Emotions:**

Writers may appeal to fear, anger or joy to sway their readers.

**Reason:**

Make a logical argument for your way of thinking. Use "If... then... because" statements. Present logical reasons why your choice is the best.

**Character:**

Appeal to what is right and fair. Your reader wants to be a good person; tell them that your choice is the most moral and right.

**Expert opinion:**

If someone with a great deal of knowledge agrees with your point of view, say so. Provide a quotation from the expert to show that he/she agrees with you.

**Bandwagon:**

If most people agree with you, if everybody's doing it, if all your friends hold the same opinion, this persuades people even when it's wrong.

**Figurative Language:**

Use similes, metaphors, personification, and hyperbole for emphasis.

**Word choice:**

If you want your reader to like something, use words with positive connotations. If you want them to dislike it, use words with negative connotations. Ex.: Is a person "slim" or "skinny"? Is an oil spill an "incident" or an "accident"?

**Rhetorical questions:**

Rhetorical questions are questions that don't really expect an answer. For example: "Wouldn't you really rather have good food than bad?" is a rhetorical question. These force your reader to agree with you.