

# Reading Persuasive Text

## Study Guide

- Forms of Persuasive Writing
  - **Advertisements**: convince use to do or buy
  - **Editorials**: about hot topics or current events and appear in newspapers, magazines...
  - **Speeches**: used to convince an audience to take action
  - **Propaganda**: use to text and images to persuade (usually political in nature)
  - **Reviews**: evaluate products
  - **Blogs**: personal commentary on a product
  - **Essays**: use of logic and emotion to convince the reader to join the writer in a point of view

# Persuasive techniques

- **Appeal to emotions**
  - Make the audience *feel*. Persuade the audience's heart by making it seem like the right, good thing to do.
- **Appeal to logic**
  - Make the audience *think*. Persuade the audience's mind by making it the reasonable thing to do.
- **Use powerful words**
  - Strong words= strong argument
- **Provide facts and stories for support/evidence**

# Persuasive speech organization

- *Main argument*: this is what the speaker wants the audience to do or believe. It is introduced in the **introduction** and supported in the body.
- The **body** of the speech uses persuasive techniques to convince the audience.
- *Call to action*: this is often in the **conclusion** and is a strong call for the audience to do something.

# Persuasive speech elements

- **Statistics**, facts and information provide supporting details
- **Comparisons** are made to emphasize what is best compared to...
- Often, but not always, the speaker is an expert on the topic (**expert testimony**).
- **Repeated phrases**: Emphasis through repetition makes this phrase more memorable.
- **Quotes**: Mentioning in a speech something that has happened in history or in literature is a powerful speechwriting technique