

PERSUASIVE NOTES

PERSUASIVE Text=Writing or speeches that attempts to convince or sway the reader or listener to adopt a particular opinion or course of action.

BIAS=an attitude that favors one way of feeling over another favoring a particular person above others

Faulty Reasoning=Misleading ideas that take the place of facts or unrelated/unconnected details used to support the product.

For example for shampoo: "If you don't use our hair products, your hair will thin, you'll lose your hair, and nobody will want to be your friend."

Doesn't support the conclusion, by saying that by not using the shampoo, nobody will like you.

PROPAGANDA=A persuasive technique using ideas or information designed to spread influence and opinions. Plays on peoples' emotions and is not always true.

BANDWAGON Appeal=A persuasive technique used in propaganda a lot, that encourages people to act because the majority is doing it. A popular trend that attracts growing support.

TESTIMONIAL=A persuasive technique used in propaganda a lot, in which the words of an expert or famous person are used to sway you: to think a certain way, or to do or buy something

MEDIA=Communication by which ads are procast or displayed, such as television, magazines, direct mail and radio.

ADVERTISEMENT=Words or pictures that try to get your attention to persuade you to buy their product

EDITORIAL=An article giving opinions or perspectives.

OPINION: A belief that may or may not be true.

FACT: Information that can be proven to be true.

CONTEXT CLUES=Words in a sentence that help you figure out the meaning of a word

In Support of=

Popular	Advantage	Best	Truly
Superb	Confident	Trustworthy	Strongly
Worthwhile	Interesting	Magnificent	Recommend

Against=

Offend	Ordeal	Confusing	Cruel	Harsh
Harmful	Displeased	Dreadful	Outrageous	
Inferior	Shameful	Shocking	Disadvantages	

Figurative Language used in advertising:

Hyperbole=Exaggeration or to represent as greater than is actually the case.

Ex.) Dodge: Ram Tough

Personification=When inanimate or inhuman objects are given human qualities or abilities.

Ex.) Geico gecko