LEARN THE TERMS: ACADEMIC VOCABULARY

Persuasive Techniques and Argument

Speakers and writers often use **PERSUASIVE TECHNIQUES** to try to influence people's feelings, beliefs, or actions. For example, a salesperson may try to persuade you that product *X* is a better deal than product *Y*. A friend may try to convince you to play a video game instead of doing homework.

Persuasive techniques are especially useful when making an **ARGUMENT.** In formal speaking and writing, an argument is a claim supported by reasons and evidence. The **CLAIM** is the person's opinion, or position, on a problem or an issue. An effective argument depends on having **SUPPORT,** or reasons and evidence that prove the claim. **EVIDENCE** includes facts, statistics, and examples.

Effective speakers and writers, however, don't just rely on support to make a convincing argument. Instead, they combine support with various persuasive techniques to sway people into agreeing with their argument. The chart below lists several types of persuasive techniques.

APPEALS BY ASSOCIATION

Link an idea or a product to something or someone positive or influential

BANDWAGON APPEAL

Taps into people's desire to belong

> See the movie and discover the surprise ending that everybody's talking about.

TESTIMONIAL

Uses celebrities or satisfied customers to persuade

> As an Olympic athlete, I need all the energy I can get. That's why I drink Quench-Ade.



TRANSFER

Connects a product, a candidate, or a cause with a positive image or idea

> A vote for Proposition 43 is a vote for freedom.



EMOTIONAL APPEALS

Use strong feelings, rather than facts, to persuade

APPEAL TO PITY

Taps into people's compassion for others

> Won't you give this abandoned puppy a home?



APPEAL TO FEAR

Preys upon people's fear for their safety

> Is your home safe? ProAlarm Systems—because you shouldn't take any chances.

APPEAL TO VANITY

Uses flattery to win people over

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