

PERSUASIVE DEVICES VOCABULARY

1. persuasive techniques

- methods designed to influence or persuade the audience

2. claim

- the writer's position or opinion about an issue or problem; what the audience is expected to think, do, or believe

3. support

- reasons and evidence that backs up the claim

4. fact

- a statement that can be proved true or false

5. quotation

- a documented record of someone's comments about a topic

6. example

- an instance that illustrates (or shows) a general idea

7. statistic

- a fact given in number form

8. anecdote

- a brief account of an event that can be used to illustrate a point (a personal story that the speaker tells that is about his or her own experience or someone else's)

9. counterargument

- brings up and argues against the opposing viewpoint

10. opposing viewpoint

- what the other (opposite) side believes or says about an issue or problem

11. common assertion

- a statement that many people accept to be true but is not based on actual fact

12. faulty reasoning

- the use of poor reasons, weak evidence, or logical fallacies to try to persuade

13. stereotyping

- making generalizations about an entire group of individuals based on misconceptions, misinformation, or insufficient evidence

14. buzz words

- Words that are popular with consumers and typically have a positive, feel good feeling. For example, phrases like pure, natural, people you can trust, smart money and old fashioned values are used in ads.

15. glittering generality

- Information in these ads is so general it sounds like a fact, but it is not. For example, Many people believe . . . How many is many? Nine out of 10 individuals we asked preferred . . . What the ad might fail to tell you is who those 10 people are and what question they were asked and whether they were paid to give an answer.

TYPES OF APPEALS

- 1. emotional appeals**
 - use feelings, rather than facts, to persuade
- 2. logical appeals**
 - use solid reasoning and facts to convince readers
- 3. appeal to pity**
 - a type of emotional appeal that tries to persuade by making the audience feel sorry for whatever or whoever the subject is
- 4. appeal to vanity**
 - a type of emotional appeal that plays on the audience's pride in their appearance or status and their desire to "be cool" or look good
- 5. appeal to loyalty**
 - plays on the audience's desire to show their loyalty to a group (includes patriotism)
- 6. plain folks appeal**
 - connects an idea or product to something the audience finds comforting or familiar. People just like you buy it, so why don't you? For example, a man with strong features and a weather-beaten face says he eats eggs every day.
- 7. famous folks appeal**
 - Someone you respect or like says the product is good. For example, Tiger Woods or Alicia Keys uses this blue soap.
- 8. bandwagon appeal**
 - plays on the audience's desire to be one of the group, to not be left out. Everybody is buying it. If you do not, you will be left out. For example, showing thousands of people heading towards a place or buying a product.
- 9. appeal to authority**
 - persuades by using celebrities or experts to support a product or idea
- 10. ethical appeals**
 - link to commonly held beliefs or values such as our civic duty, responsibility, justice, or sense of what's right
- 11. Appeal to experts.**
 - Someone with authority tells you to buy it. For example, Three out of five doctors recommend our brand of cough medicine. But, we don't know if the doctors are qualified to judge the product and whether the doctors were paid to endorse the product.
- 12. name-calling**
 - the practice of attacking the person who makes an argument rather than showing the flaws in the argument itself. Also known as personal attack; involves negative loaded language