

PERSUASIVE TEXT

What is Persuasive Text?

Persuade means to **convince**. In persuasive text, the author attempts to convince the reader to believe that the **author's viewpoint** is correct.

Some common **persuasive techniques** are: Bandwagon, Stacking the Deck, Testimonials, Citing Statistics, and Emotional Words.

- **Bandwagon** An author uses the Bandwagon technique when he/she tries to make us believe that we should do something because **everyone** is doing it.
- **Stacking the Deck** When an author writes favorable statements about only **one side** of an issue, he/she is Stacking the Deck.
- **Testimonials** When an author quotes "**experts**" or well-known people, he/she is using testimonials to support a point, and the reader's opinion.
- **Citing Statistics** When an author uses numbers to support a point, he/she is using statistics to support a point, and the reader's opinion.
- **Emotional Words** When an author uses words that evoke an emotional response, he/she is using emotional words to support a point, and the reader's opinion.



PREVIEW

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Try This

- 1] What is the author's purpose in the text "Everyone is Doing It"?
 - a] Stacking the Deck
 - b] Testimonials
 - c] Citing Statistics
 - d] Bandwagon

- 2] **Advertisements** in magazines and on the _____ often use persuasive techniques.
 - a] interviews
 - b] intervals
 - c] Internet
 - d] intermediate

- 3] Which topic would be appropriate for a **persuasive essay**?
 - a] how to make a birdhouse
 - b] why cell phones should be allowed in school
 - c] a report on the Grand Canyon
 - d] a scary afternoon with Papa