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 the Testimonials technique.
- **Citing Statistics** When an author lists **facts and figures** to support a point, he/she is using the Citing Statistics technique.
- **Emotional W**_____ the reader's **emotions**, h

Try This!

1] What **persuasive technique** is being used?
"Everyone loves the taste of Yum-Yums."
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