

The Art of Persuasion

Terms & Techniques

* A **persuasive technique** is a method used in _____ or _____ to get the _____ to agree with the speaker or writer's _____.

Technique	Description	Why does it work?	Example
avant garde			
bandwagon			
BIAS			
emotional appeal			
facts and figures			
Technique	Description	Why does it work?	Example

FEAR			
GLITTERING GENERALITIES			
plain folks			
<i>snob appeal</i>			
testimonial			