

Persuasive Technique Notes
KEY

| Persuasive Technique | Example |
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| Visual Image | Dog advertising Starbucks coffee |
| Repetition | I have a dream... I have a dream... (from MLK "I Have a Dream" Speech) |
| Bandwagon | Coke is the most preferred soft drink in the world. |
| Emotional Language | Chris Brown "Say Goodbye" "I know it's hard, but I gotta do it..." |
| Facts/ Statistics | 40% of students report being bullied. |
| Exaggeration | Phone commercial: squirrel jumps on rude cell phone user's face |
| Figurative Language | "...we refuse to believe that the bank of justice is bankrupt." (from MLK "I Have a Dream" Speech) |
| Testimony | Usher's face on a credit card |

What is the PURPOSE of using persuasive techniques in your speech?
To help convince your audience of your argument