Persuasive Techniques Checklist

Find an example to illustrate each of these persuasive techniques. One example may use several techniques. Label the examples and place them into your folder along with this sheet.

- Appeal to authority
- Appeal to emotion (fear)
- Appeal to emotion (sympathy)
- Appeal to ethics
- Appeal to logic/reason
- Bandwagon
- Card-stacking
- Diction/word choice
- Endorsement/testimonial
- Euphemism
- Exaggeration/hyperbole
- Glittering generalities
- Name-calling
- Plain folks appeal
- Repetition
- Rhetorical question
- Scientific approach
- Sex appeal
- Snob appeal
- Something for nothing
- Transfer
- Urgency

Notes: