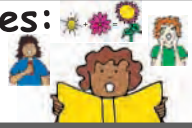






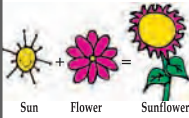




# Persuasive Techniques Chart

**Persuasive Techniques:**  
 Misleading and deceptive techniques used by the author to persuade his/her opinion about a controversial subject or about a problem.



<b>Propaganda</b>  Giving information in an emotional way in order to sway the audience.	<b>Dares</b>  To challenge or defy the audience to join and support your argument.	<b>Flattery</b>  Using untrue or insincere praise as a device to win the favor of the audience.
<b>Promises</b>  Making promises in order to sway the audience.	<b>Logical Fallacies</b>  Using faulty Cause & Effect relationships that cleverly lead the audience to an illogical end.	<b>Unreasonable Persuasion</b>  Going beyond what is proper or right to persuade.
<b>Unsupported Inferences</b>  Tying together information that may not be factual or related.	<b>Fallacious Reasoning</b>  Giving information that contains or is based on error to mislead or deceive.	<b>Glittering Generalities</b>  To use popular ideas or particular instances, not details to influence or prejudice the audience.

Persuasive Techniques Copyright 2001 Fisher & Fetzler Educational Systems

**Purpose:** This chart displays nine common persuasive techniques. Each misleading and deceptive techniques, commonly used to persuade, is accompanied with a drawing and definition. This chart is appropriate for the fifth grade and beyond.

**Directions:** Students keep a copy of this chart in their reading folder or notebook. During a read aloud, when the teacher mentions a persuasive technique that is on the chart, then she may point to the chart for the drawings and the definitions to clarify the type of persuasive technique used by the author. Also, when using any of the response to literature organizers in this section, this handy chart aides students needing reminders about the different types of persuasive techniques. When a student states an opinion about persuasive text, this chart helps clarify techniques an author may use to persuade. These a different types of evidence a student may collect for the opinion.

# Persuasive Techniques:

Misleading and deceptive techniques used by the author to persuade his/her opinion about a controversial subject or about a problem.



## Propaganda



Giving information in an emotional way in order to sway the audience.

## Dares



To challenge or defy the audience to join and support your argument.

## Flattery



Using untrue or insincere praise as a device to win the favor of the audience.

## Promises



Making promises in order to sway the audience.

## Logical Fallacies



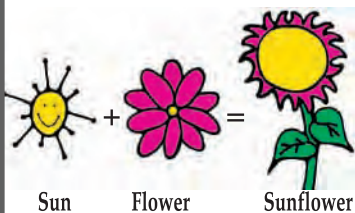
Using faulty Cause & Effect relationships that cleverly lead the audience to an illogical end.

## Unreasonable Persuasion



Going beyond what is proper or right to persuade.

## Unsupported Inferences



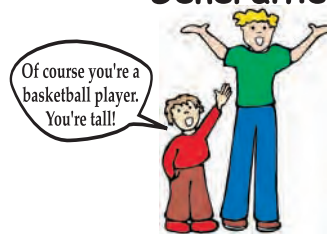
Tying together information that may not be factual or related.

## Fallacious Reasoning



Giving information that contains or is based on error to mislead or deceive.

## Glittering Generalities



To use popular ideas or particular instances, not details to influence or prejudice the audience.