










PERSUASIVE TECHNIQUES POSTERS

TOOLS WRITERS USE TO PERSUADE

TECHNIQUE	WHAT IT DOES	EXAMPLE PHRASES
 EMOTIONAL APPEAL	Connects with feelings to influence opinions and inspire action.	<ul style="list-style-type: none"> Imagine how this could affect your family. We all want a better future.
 FACTS & STATISTICS	Uses evidence and data to build trust and support a claim.	<ul style="list-style-type: none"> Studies show that... According to research... 9 out of 10 people...
 EXPERT OPINION	Quotes or refers to experts to add credibility.	<ul style="list-style-type: none"> Experts agree that... Dr. Smith explains... According to the World Health Organization...
 LOGICAL REASONING	Uses clear reasons and cause-effect relationships.	<ul style="list-style-type: none"> If... then... This leads to... Therefore...
 REPETITION	Repeats key ideas to reinforce the message.	<ul style="list-style-type: none"> We must act now. Together, we can make a difference. Enough is enough.
 RHETORICAL QUESTIONS	Asks questions that make readers think—without expecting an answer.	<ul style="list-style-type: none"> Can we afford to ignore this? What kind of future do we want?
 INCLUSIVE LANGUAGE	Includes the audience to build connection and unity.	<ul style="list-style-type: none"> We all have a role. Together, we can... Let's work as one.
 POWERFUL LANGUAGE	Uses strong, vivid words to grab attention and create impact.	<ul style="list-style-type: none"> Urgent action is needed. This is unacceptable. We cannot stay silent.
 CALL TO ACTION	Encourages the reader to take a specific action now.	<ul style="list-style-type: none"> Act today. Join us in... Be the change.



TOP TIP

The strongest persuasive texts combine **several techniques** for greater impact.

