

LESSON  
**15**

PRACTICE WORKSHEET B

COPYMASTER

# Persuasive Techniques

**A. Directions:** Read the following persuasive passages, based on a U.S. Department of Agriculture campaign for good nutrition and fitness. Then for the questions that follow, circle the *best* answer.

If you're like me, at the end of the school day you're probably looking forward to settling into a comfy chair and watching a little TV. After a day of group projects and crowded lunchrooms, I just want some time to chill out. But there's nothing cool about being out of shape, especially when you can make friends while getting physically fit! So put that video game on pause, and come shoot some hoops. Hey, if I can do it, you can too!

1. Which persuasive technique does the passage *best* illustrate?

- |                         |                    |
|-------------------------|--------------------|
| a. appeal to authority  | c. appeal to pity  |
| b. "plain folks" appeal | d. loaded language |

Unhealthy eating and physical activity patterns are placing America's children at risk.... Only one in five children gets five servings of fruits and vegetables each day as recommended by the USDA Food Guide Pyramid for Young Children, and only one in three school-age children participates in physical education. The Eat Smart. Play Hard.™ Campaign is part of the Food and Nutrition Service's commitment to combat these escalating national trends of poor nutrition, inactivity, and obesity among the nation's children.

2. The passage combines which *two* persuasive techniques?

- |                               |                                      |
|-------------------------------|--------------------------------------|
| a. purr words and snob appeal | c. logical appeal and appeal to fear |
| b. propaganda and testimonial | d. appeal to pity and weasel words   |

**B. Directions:** Read the final boxed persuasive passage. Identify the persuasive technique used. Explain *why* you think the message *might* or *might not* prompt readers to support the fitness campaign.

A number of national organizations have endorsed and supported the Campaign and its message, including the American Dietetic Association, the American School Food Service Association, the National WIC Association, the President's Council on Physical Fitness and Sports, the Society for Nutrition Education, and the YMCA.

3. technique: \_\_\_\_\_

explanation: \_\_\_\_\_