

COPY MASTER

PERSUASIVE TECHNIQUES

- **Emotional appeals**—messages that create strong feelings, such as pity or fear
- **Appeals to authority**—references to people who are experts on a subject
- **Loaded language**—words with strongly positive or strongly negative connotations, or shades of meaning

Emotional Appeals	Appeals to Authority	Loaded Language
<p>"Baby animals can be irresistibly adorable" (line16)</p>		