Date

SHOULD WILD ANIMALS BE KEPT AS PETS?

COPY MASTER

Elements of Nonfiction

PERSUASIVE TECHNIQUES

When you make an argument for or against something, you are trying to persuade other people using reasons and facts. Other ways to persuade people to adopt an opinion or take action include the following **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

Directions: Use the chart to record examples of the persuasive techniques used in the essay. An example has been done for you.

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

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