



## Persuasive Techniques BEARS

# B

**Bandwagon:** implies that everyone in a group does this

All my friends... Everyone...

Join

Be a part of...

# E

**Experts:** an expert explains or agrees with the idea

Dr. Shiny Teeth states... Michael Jordan knows that... Geologist Jim Rock states...

**Emotive Words:** Use powerful verbs and nouns; be precise; Use emotional words that create desire or urgency to influence you; basic needs (health, love, safety);

If you provide me with a cell phone, I can call if I need help.

A well-informed parent knows that cell phones have saved lives.

# A

**Anecdote:** short story; story with dialogue to make a point

“It’s 10:00 pm. The pizza was cold. Our printer called to say the font in our school newspaper was out of date. We scrambled to change it.”

# R

**Rhetorical Questions:** A figure of speech in the form of a question that is asked for effect, not for an answer. (Not too many; remember question mark)

Would you want your daughter lost without the ability to call for help?

**Rule of Three:** List of three – maybe with alliteration

Cell phones help me **c**all home, **k**eeep appointments, and **c**atch up on homework.

**Repetition:** repeat important words -- strong, emotive words

# S

**Statistics:** Use numbers and figures to impress.

Eight out of ten students at our school carry cell phones.

Eighty per cent of all accidents received help five minutes faster because a cell phone call notified authorities.

