

Persuasive Techniques



Repetition

- *Using the same word over and over to create a sense of rhythm and emphasis.*



**“Keeps going, and going,
and going...”**

Allusion

- *Reference to a historical or familiar person, place, thing or event*
- *Court cases, important people, etc.*



**"Tastes so good cats
ask for it by name."**

Parallelism

- *Repeating of phrases or sentences that are similar.*



**"Have a break.
Have a Kit-Kat."**

Analogy

- *comparison of 2 or more similar objects, suggesting that if they are alike in these aspects they will be alike in others*
- *Usually comparing something we are familiar with to something we are not.*



"Just as motor oil is important to the proper maintenance of your car's engine, Centrum vitamins are vital to your body's health."

Rhetorical Question

- *question posed to emphasize a point,
not for the purpose of getting an answer*



**"Where do you want
to go today?"**

Connotation

- *Charged words; something, such as a feeling, thought, or idea, associated in one's mind or imagination with a specific person or thing*



"A diamond is forever."

Denotation

- *the most specific or direct meaning of a word, in contrast to its figurative or associated meanings*



"31 Flavors."