

## Spelling list: Persuasive techniques

anecdote	Much to my amusement, he told a funny <b>anecdote</b> .
rhetorical	A <b>rhetorical</b> device, such as a question, is used for effect rather than to get an answer.
question	He was reluctant to answer my <b>question</b> .
quotes	Using <b>quotes</b> from 'experts' helps the audience to believe what you are saying.
emotional	He made an <b>emotional</b> appeal for information.
appeal	He made an emotional <b>appeal</b> for information.
metaphor	Metaphors allow the audience to relate a difficult description to something they may know.
simile	<b>Simile</b> involves describing something by comparing it with something else.
hyperbole	<b>Hyperbole</b> is an exaggeration used for effect.
repetition	When words or phrases are repeated for effect we call it <b>repetition</b> .
alliteration	<b>Alliteration</b> involves words that begin with the same sound.
opinion	To be objective is to give an <b>opinion</b> not based on personal feeling but on fact.
colloquialism	A <b>colloquialism</b> is a word or phrase used in spoken language but NOT in written language.
inclusive	Words like 'we', 'us' and 'our' helps the audience to feel like you are including them in the discussion on the issue.
language	The TV censor cut out the bad <b>language</b> .
euphemism	Pushing up daisies is a <b>euphemism</b> for dying.

attack	An 'attack' is used to draw attention to the opposition and what they represent to make the other side look more appealing to the audience.
cliche	'It's raining cats and dogs' is an overused <b>cliche</b> to mean it is raining heavily.