

Name _____

Date _____

Persuasive Techniques

Persuasive techniques are strategies used by writers to influence readers' attitudes, beliefs, or behaviors. In persuasive writing, authors aim to convince their audience using varied ways:

- **Appeal to Logic (Logos):** Using facts, statistics, or logical reasoning to support an argument.
- **Appeal to Emotion (Pathos):** Using vivid language, storytelling, or emotive words to evoke feelings such as empathy or anger.
- **Appeal to Ethics (Ethos):** Establishing credibility and authority to persuade the audience.

We could also use repetition, build connections to society, use anecdotes or narratives, or use vivid Language to make the text more convincing.

Read the editorial below and identify the ways the writer used to convince readers.

Why Recycling Should Be Mandatory

Every year, millions of tons of waste end up in landfills, damaging our environment and threatening wildlife. Studies show that recycling reduces waste by up to 50%, saving valuable resources such as water and energy. If every household recycled, we could significantly decrease pollution levels and create a cleaner, healthier planet for future generations.

Imagine a world where clean rivers no longer exist, where animals suffer from ingesting plastics, and where

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children grow up surrounded by trash instead of green spaces. Recycling is not just a choice—it is a responsibility to preserve the beauty of our planet and protect vulnerable creatures from harm. By recycling, you are taking action to ensure a better future for your children and for generations to come.

As members of a global community, it is our moral duty to take care of the environment. Recycling is a simple step that demonstrates our commitment to sustainability and respect for nature. By adopting this practice, we show others that we value the planet we share and are willing to do our part to protect it.

1. Which persuasive technique is used in paragraph one? How does it help make the argument convincing?

2. In paragraph two, how does the writer use emotional appeal to connect with the reader? What specific words or imagery are used to evoke feelings?

3. How does the writer establish credibility and appeal to ethics in paragraph three?

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Persuasive Techniques – Answer Key

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1. Which persuasive technique is used in paragraph one? How does it help make the argument convincing?

The writer uses appeal to logic (logos) in paragraph one by providing factual evidence and statistics.

2. In paragraph two, how does the writer use emotional appeal to connect with the reader? What specific words or imagery are used to evoke feelings?

The writer uses appeal to emotion (pathos) in paragraph two by describing a world where “clean rivers no longer exist” and “animals suffer from ingesting plastics.” The vivid imagery of children growing up surrounded by trash evokes feelings of sadness and urgency, encouraging readers to take action.

3. How does the writer establish credibility and appeal to ethics in paragraph three?

The writer appeals to ethics (ethos) by emphasizing our moral duty as members of a global community to care for the environment.