

## A List of Persuasive Techniques

1) **Abstraction** – the process of reducing a subject to a set of distinctive features

*Idealization* – the process of reducing a subject to a set of *highly valued* distinctive features

*Burlesque* - the process of reducing a subject to a set of distinctive features that are then distorted or exaggerated for purposes of humor or criticism

*Polarization* - the process of reducing a subject to its extremities

2) **Catalog** – a list of related features

3) **Innuendo** – guilt by association/affirmation by association

4) **Periodic Development** – an organizational strategy that places the most important element last

5) **Description** – the use of image-specific details

6) **Sarcasm** – arrogant and disdainful language

7) **Vituperation** – vicious name-calling

8) **Rhetorical Question** – a question asked only to emphasize an obvious answer

9) **Definition** – the explanation of the meaning of a word or phrase

10) **Arenas of Language Use** – the use of forms of expressions to distinguish between speakers

11) **Emotional Words** – the use of words that stimulate feelings

12) **Begging Sympathy** – an appeal to emotions rather than to reason

13) **Cultural Stereotyping** – applying generalized impressions to a class or ethnicity

14) **Voice** – the use of features of a writer's for persuasive appeal