

Advertising
RHETORICAL TERMS
Persuasive Techniques

Directions:

As you listen or view the PowerPoint with definitions and samples of ads, use the space below to write an explanation or definition of each persuasive technique or fallacy of logic.

Name: _____

Rhetorical Appeals

1. Ethical Appeal

a. definition:

2. Emotional Appeal

a. definition:

3. Logical Appeal

a. definition:

Technique	Definition	Examples
1. Word Choice		
2. Repetition		
3. Glittering Generalities		

Name: _____

Technique	Definition	Examples
4. Ad Populum/ Bandwagon		
5. Traditional Wisdom		
6. Transfer		
7. Hyperbole		
8. Irony		
9. Fear/slippery slope		
10. Humor		

Name: _____

Technique	Definition	Examples
12. Ethical Appeal		
13. Plain Folks		
14. Snob Appeal		
15. Testimonial		
16. False Dilemma/False Choice		
17. Authority / False Authority		
18. Quick Fix		
19. Red Herring		

Name: _____

Technique	Definition	Examples
20. Rhetorical Question		
21. Analogy		
22. Scientific		
23. Free or Bargain		
24. Name calling/Ad hominem		
25. Card Stacking & Straw Man		
26. False Cause		