

Persuasive Techniques

Technique	Definition	Story/Location	Example
Emotional Appeal	The writer tries to get the audience to agree with him or her by making the audience have emotional responses. The emotional responses could include fear, pity, nostalgia, joy, etc.	“Battle for the Rain Forest” p. 50	<p>“The banks are coated with a film of oil, the trees along it are brown and lifeless, and the water itself smells like tar. Throughout the forest, dozens of creeks and lakes are in similar condition” (Kane 54).</p> <p>“But once Texaco came, ‘We starved.’ He vividly recalls the day he managed to hunt and kill a sort of wild pig called a peccary, “but it was so soaked with oil that we could not eat it. We knew then that if we did not leave, we would die” (Kane 54).</p>
Expert Opinion	The writer uses the perspective of a person who would be considered an expert when it comes to the topic he or she is addressing.	“Animals, Vegetables and Minerals” p. 101	<p>“If you buy into the stories of some animal rightists, I am the last person you would expect to find working at an animal research lab. Well, not only are these groups wrong about me and my profession; they are also grossly mistaken about my colleagues, our work and the conditions under which we keep our animals” (Szymczyk 101).</p>
Quotes/ Testimonials	This technique uses direct quotes/ statements from someone who can testify to the experience. It is a first-hand account. The person may not be an expert.	“Is Humanity a Special Threat?” p. 29	<p>“A few days after the spill, I wrote an article that included this sentence: ‘Ten years from now the sound will be so close to its former state that it will be impossible to determine where the spill occurred without resorting to navigation charts.’ “(Easterbrook 29).</p>

<p>Statistics or Facts</p>	<p>Numerical data or a hard fact that is true and proven is used to support a claim.</p>	<p>“Remediation” - Linked on website</p>	<p>“This 1998 agreement finalized the Government of Ecuador's approval and certification of Texaco Petroleum's environmental remediation work and stated that Texaco Petroleum fully complied with all obligations established in the remediation agreement signed in 1995” (Chevron).</p>
<p>Anecdote/ Personal Story</p>	<p>Using a personal story can be memorable, which leaves a lasting impression on an audience. It can also help an audience relate to the speaker.</p>	<p>“David Meets Goliath at City Hall” p. 96</p> <p>“The Face of a Spider” p. 90</p>	<p>“I also had so many memories based in that area. When I was very young, I took nature walks there with my family and even remember having a winter picnic in the snow by a stream with them” (Holleman 97).</p> <p>“One evening a few years ago I walked back into my office after dinner and found roughly a hundred black widow spiders frolicking on my desk...I won't say I'm haunted by those hundred black widows, but I do remember them vividly. To me, they stand for something” (Quammen 91).</p>
<p>Visual</p>	<p>In the technique, a striking or shocking visual is used to make a strong impression on the viewer.</p>	<p>“Is the Weather Getting Worse?” p. 138</p> <p>“Heroes for the Planet: Then and Now” p. 80</p> <p>“Battle for the Rainforest” p. 51</p>	<p>p. 138: Four photos of extreme weather.</p> <p>pp. 80-83: See the landfill and clearcut forest pictures.</p> <p>p. 55: Oil-soaked land and river</p>