

# The Language of Persuasion: Verbal techniques

Match the techniques (left) with their meanings (right)

<b>Alliteration</b>	Articulates the main selling proposition
<b>Assertive verbs</b>	Presents an assumption about the product or audience as fact. For example: “Which XXX is best for you?” assumes that <i>one</i> of them is!
<b>Clusters of three</b>	Questions that don’t require an answer
<b>Emotive, descriptive vocabulary</b>	Questions which open a dialogue with the audience, engaging them
<b>Figures of speech</b>	Repetition of consonant sounds, especially in advertising slogans, making them more memorable
<b>Informal mode of address</b>	Re-use of the same phrase for effect
<b>Open questioning</b>	Speaking to the audience in a friendly way
<b>Personal address</b>	Three phrases or describing words used to emphasise a point.
<b>Play on audience guilt</b>	Try to make the audience feel bad about something
<b>Presupposition</b>	Use of similes, metaphors and puns to create more colourful expression
<b>Quote a reliable source</b>	Use science or professional endorsement to support arguments
<b>Reason why</b>	Uses the word ‘you’ to speak directly to the audience
<b>Repetition</b>	Words like “demand”, “discover”, “expect” etc. that call the consumer to action.
<b>Rhetorical questions</b>	Words that seek to trigger an emotional response. Adjectives (sleek, powerful, fresh) and adverbs (smoothly, softly, quietly) etc.

## The language of persuasion: Buzz words

Better	Free	New	Safe
Delicious	Guarantee	Proven	Save
Discover	How	Quality	Why
Easy	Improved	Results	You

# Persuasion Bingo

Choose eight verbal techniques and four buzz words, and add them to the grid. Then get hunting!
