

Persuasive devices are vital to understand and use when writing persuasively. Use these strategies in your own writing.

Alliteration

The occurrence of the same letter or sound at the beginning of adjacent or closely connected words.

e.g., Sheep should sleep in a shed

Rule of Three

A writing principle that suggests that things that come in threes are inherently funnier, more satisfying, or more effective than other numbers or things.

The reader or audience, of this form of text is also more likely to consume information if it is written in groups of threes.

Rhetorical Questions

A question asked not for the answer, but for the effect. Oftentimes, a rhetorical question is used to emphasize a point or just to get the audience thinking.

Opinions

A personal belief or judgment that is not founded on proof or certainty

Repetition

When words or phrases are repeated in writing as a rhetorical device to bring attention to an idea.

Facts & Statistics

A tool used to convince the reader. The reader will feel that they cannot argue with facts and that statistics will prove what the writer is saying.

Emotive Language

Describes words and phrases meant to evoke an emotional response to a subject.