

Name: _____

Date: _____

Non-Fiction Elements Test: Section One, Persuasive Techniques

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| 1. A statement by a person in support of a particular truth, fact, or claim; recommendation. | A. Testimonial |
| 2. Appeals to “everyone is doing it” mentality. | B. Bandwagon |
| 3. To persuade a sympathetic response by preying upon the audience’s fears. | C. Stereotype |
| 4. Uses words with strongly positive or negative connotations to stir people’s emotions. | D. Appeal to Ethics |
| 5. An attempt to connect to a person's feelings in order to persuade | E. Scare Tactics |
| 6. Representing something as better, larger, greater or worse than it is. | F. Loaded Language |
| 7. A widely held but fixed oversimplified image or idea of a particular type of person or thing. | G. Appeal to Emotion |
| 8. Trying to convince someone by using facts and figures as evidence. | H. Plain Folks |
| 9. Connects a product, candidate or a cause with a positive image or idea. | I. Statistics |
| 10. Persuading by attempting to identify with the reader/viewer/customer. We are ordinary people just like you and we understand your problems. | J. Exaggeration |
| 11. Persuasion by attempting to connect with a person's values. | K. Transfer |