






# LEARNING GOALS



-  **To explore different sources of information on how persuasive techniques work.**
-  **To find factual information about the harmful effects of tobacco and alcohol.**
-  **To participate in a discussion about harmful effects of tobacco and alcohol.**

# WHAT ARE PERSUASIVE TECHNIQUES?

Persuasive techniques are the methods or strategies that are used to take a stance on an issue, convincing the opponents to agree with a certain idea or opinion. Speakers vary their persuasive techniques based on their audience, motives and topics.

**P**ower of three

Involve your audience by speaking to them directly using personal pronouns and shared experiences.

Questions to get your audience thinking – they don't require an answer.

**E**motive language

Including little stories to illustrate a point.

Destroy/criticise the opposing argument.

**R**hetorical questions

**S**ay again

Being over-the-top to get a point across.

Words, phrases and imagery that arouse an emotional response.

**U**ndermine opposing views

**A**necdote

Including lists of three items/reasons in your writing.

**D**irect address

**E**xaggeration

Repeating the same word, phrase or idea more than once for emphasis.



# DISCUSSION

**What is more harmful to health -  
smoking or drinking?**

- Listen respectfully, without interrupting.
- Listen actively and with an ear to understand others' views.
- Criticize ideas, not individuals
- Avoid blame, speculation
- Allow everyone the chance to speak.



# DISCUSSION



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# CONCLUSION

- If you understand how language is used to persuade, you can successfully engage in most of the discussions.
- Participation in a discussion can help to develop critical thinking skills and build self-confidence.

