Persuasive language is used to help to sell products or services, or to convince people to accept certain views or ideas.

Some types of **persuasive techniques** and examples of how they can be used:

| **Technique** | **Examples** |
| --- | --- |
| **Flattery** - complimenting your audience. | **A person of your intelligence deserves much better** than this. |
| **Opinion** - a personal viewpoint often presented as if fact. | **In my view**, this is the best thing to have ever happened. |
| **Hyperbole** - exaggerated language used for effect. | It is simply **out of this world – stunning!** |
| **Personal pronouns** - ‘I’, ‘you’ and ‘we’. | **You** are the key to this entire idea succeeding – **we** will be with you all the way. **I** can’t thank you enough! |
| **Imperative command** - instructional language. | **Get** on board and **join** us! |
| **Triples** - three points to support an argument. | Safer streets means **comfort, reassurance and peace of mind** for **you, your family and your friends**. |
| **Emotive language** - vocabulary to make the audience/reader feel a particular emotion. | There are thousands of animals at the **mercy** of our **selfishness** and **disregard** for kindness. |
| **Statistics and figures** - factual data used in a persuasive way. | **80%** of people agreed that this would change their community for the better. |
| **Rhetorical question** - a question which implies its own answer. | Who doesn’t want success? |