

## Module 5: Obstacles on the Road to Self-Discovery

### Topic 2 Content: Persuasive Techniques

#### Introduction

### Persuasive Techniques

Introduction



In this interactivity, you will learn about the different persuasive techniques the author or speaker utilizes. Use the previous and next buttons or click each of the segments to explore the different persuasive techniques in greater detail.

Call to Action

Elevated Language

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#### Call to Action

### Persuasive Techniques

Introduction

Call to Action

The author or speaker motivates the audience or reader to react or behave in a certain manner regarding the topic and purpose.

A woman with dark hair, wearing a dark top, is smiling and holding a white rectangular sign with a black border. The sign has the words "Call to Action" written in a black, cursive font. The sign is positioned in the center-right of the page, partially overlapping the text area.

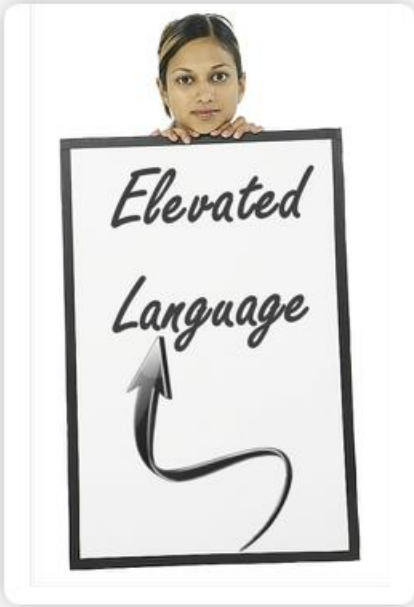
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**Elevated Language**

**Persuasive Techniques**

Elevated Language



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#### Rhetorical Questions

### Persuasive Techniques

Elevated Language

### Rhetorical Questions

The author or speaker asks questions which are not used to gain an answer but rather to reiterate or emphasize the point being made; rhetorical questions are used for effect. You may have used common examples such as... "Aren't you ashamed of yourself?" or "You're not really going to wear that, are you?" The best way to define a rhetorical question is to call it statement in the form of a question. These questions are not meant to be answered.



Repetition

The image shows a woman in a white dress and high heels holding a large white sign with a black border. The sign has the word "Rhetorical" written in a cursive font at the top, followed by a large question mark and a smaller question mark with an apostrophe and an 's' (?'s').

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#### Repetition

### Persuasive Techniques

- Elevated Language
- Rhetorical Questions
- Repetition**

The author or speaker reiterates and repeats words or phrases to emphasize a point. A great example of this is in Winston Churchill's speech that is given the title "We Shall Fight on the Beaches." This speech was given on June 4, 1940 to the British House of Commons.

"We shall go on to the end, we shall **fight** in France, we shall **fight** on the seas and oceans, we shall **fight** with growing confidence and growing strength in the air, we shall defend our Island, whatever the cost may be, we shall **fight** on the beaches, we shall **fight** on the landing grounds, we shall **fight** in the fields and in the streets, we shall **fight** in the hills; we shall never surrender."



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