

# Persuasive Devices

1. Emotive Language
  1. Pathos - Emotion
  2. Ethos - Ethics
  3. Logos - Logic
2. Repetition
3. Alliteration
4. Rhetorical question
5. Inclusive Language
6. Exclusive Language
7. Anecdote
8. Assonance
9. Onomatopoeia
10. Metaphor
11. Simile
12. Personification
13. Pathetic Fallacy
14. Imagery
  1. visual
  2. auditory
  3. tactile
  4. olfactory
  5. gustatory
15. Hyperbole
16. Exaggeration
17. Colloquial
18. expert opinion
19. statistics
20. evidence
21. humour
22. satire
23. pun
24. sarcasm
25. ad hominem
26. cliché
27. generalisation
28. Assumptions
29. stereotyping
30. connotations
31. irony
32. euphemism
33. appeal
  1. Family values
  2. hip pocket nerve
  3. patriotism
  4. Guilt
  5. Fear and insecurity
34. Call to arms
35. Attack / pejorative language
36. Praise / superlative language
37. Juxtaposition / Contrast
38. Jargon
39. Tone
  1. Passive aggressive
  - 2.
  - 3.
  - 4.
40. Strawman Argument
41. motif
42. Symbol
43. Provocative language
44. allusion
45. Intertextuality
46. allegory
47. Foreshadowing
48. Concede
49. Bias
50. refute