



## *Persuasive Writing Techniques*

*Knowing the names of the persuasive devices and strategies and how they work is crucial when writing an effective piece.*

1. Power/Big Names: The strategy involves using the names of experts or well-known people who support your position.
2. Research and Logos: These strategies involve using studies, data, charts, illustrations, and logic to convince the audience of your position and points.
3. Pathos: This technique is the use of emotional language to draw the reader in and make them feel for you.
4. Ethos: The strategy involves using language that shows that the writer is trustworthy and believable.
5. Kairos: This device creates a sense of urgency about how this is the right moment to act.

*Get to know them!*

*At **Ease into English**, we'll work on each of them in detail!*