

Persuasive Strategies Worksheet

Directions: Name the persuasive strategy used. (Bandwagon, transfer, repetition...)

1. "I eat this cereal every morning and I'm an Olympic champion!"
2. "Only the smartest consumer will buy this product."
3. "As a policeman, I see a lot of crime. That's why I use Lockdown on my own car."
4. "Kids love these treats. They'll eat 'em up every time. Schools are serving these as part of their lunch programs because all of the students really like the taste. My own kids think they're delicious and eat them like nothing else they've ever eaten."
5. "All the cool kids in school will be wearing Hottie Jeans."
6. "Don't delay; you can't afford to be without this window cleaner. It will allow you to see the world you have been missing. Hurry, buy it today!"
7. "The succulent taste of our butter fried chicken will make your mouth water."
8. A bicycle commercial shows thousands of bicyclists on the road riding their brand of bike. The commercial states that everyone is buying this bike.
9. A magazine ad for shampoo states that your hair will be beautiful and shiny and you will be attractive enough to become a movie star.
10. Hannah Montana is shown on a commercial for blond hair color
11. A Sonic commercial states that there is no other place in the world as fun as Sonic
12. In a McDonald's ad, you hear the same song over and over that states "McDonalds is a great place for a great time."
13. Tiger Woods is shown drinking Mountain Dew on a billboard
14. A commercial shows a group of children running through a park laughing and having fun while drinking Kool-Aid

Directions: State whether the persuasive statement/advertisement below is ethos, logos, or pathos.

15. "Your child may be unsafe without a Carsafe car seat."
16. "90% of my child's teachers agree that Hooked on Phonics really worked!"
17. A Nike commercial states that 98% of the runners in the Boston marathon who wore their shoes did not get an injury
18. An ad for toothpaste says that kids will have 99% fewer cavities