

Boost Free Lessons - Year 7 English

Lesson 13: Persuasive Techniques

Name: _____ Grade: _____ Date: _____

Worked Example 1

Identify the technique and explain its effect.

Thousands of helpless animals are abandoned every year, left to starve in the very streets we call home.

1. **Emotive language** is word choice designed to stir the reader's feelings.
2. Pick out the loaded words: **helpless**, **abandoned**, **starve**.
3. Each is stronger than a neutral alternative. *Abandoned* is far heavier than *left*.
4. Explain the effect: the words create pity and guilt, pressing the reader to act.

Emotive language. It creates pity and guilt, which pushes the reader towards action.

Worked Example 2

Identify two techniques in the passage below.

How much longer will we wait? We have waited through one summer, waited through a second, and waited through a third.

1. The opening is a **rhetorical question**, asked for effect rather than for an answer.
2. The implied answer is *we should not wait any longer*, and the reader supplies it themselves.
3. **Waited** appears three times, which is **repetition**.
4. Repetition builds rhythm and hammers the idea home, making the delay feel unreasonable.

A rhetorical question and repetition. Together they create urgency and frustration.

Remember: **Emotive language** stirs feeling. A **rhetorical question** makes the reader supply your answer. **Repetition** builds rhythm and emphasis. Always explain the **effect**, not just the name.



Question 1: Name the technique used in each sentence.

1. The team suffered a crushing defeat.

2. Isn't it time we acted?

3. We need change. We need it now. We need it today.

4. Spending increased last year.

5. Our children deserve better than these crumbling classrooms.

6. What time does the meeting start?

7. Who wouldn't want cleaner air?

8. Enough waiting, enough excuses, enough delay.



Question 2: Read the passage below, then answer the questions.

Our vanishing koalas are in desperate trouble. Vital habitat is being ripped away month after month, and soon the forests our grandparents knew will fall silent. How many more seasons must we lose? We need action now: not next year, not next decade.

1. Find two examples of emotive language in the passage.

2. Find the rhetorical question and explain its effect.

3. Find one example of repetition.

4. Why does the writer use **our** rather than **the**?

5. Rewrite the first sentence in neutral language.

6. Which technique is most effective here, and why?



Question 3: Answer the following questions.

1. Write a sentence about litter using emotive language.

2. Write a rhetorical question arguing for more school sport.

3. Write a sentence that uses repetition for emphasis.

4. Why should a writer use only one or two rhetorical questions in a piece?

5. Why should a reader be cautious of heavily emotive writing?





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Answers: Persuasive Techniques**Question 1**

1. Emotive language
2. Rhetorical question
3. Repetition
4. Neutral language
5. Emotive language
6. A real question
7. Rhetorical question
8. Repetition

Question 2

1. Any two of: **vanishing, desperate, ripped away, silent.**
2. *How many more seasons must we lose?* It leads the reader to conclude for themselves that action is overdue.
3. *Not next year, not next decade.*
4. **Our** makes the reader feel personally connected and partly responsible.
5. Model response: The koala population in the region has declined over the past decade.
6. Model response: the rhetorical question, because it makes the reader reach the conclusion themselves rather than being told.

Question 3

1. Model response: Broken glass and discarded rubbish now litter the very ground where our children play.
2. Model response: If exercise improves both health and concentration, why would we give students less of it?
3. Model response: We asked once, we asked again, and we are asking still.
4. Used too often they lose their force and begin to sound like nagging, which pushes readers away.
5. Strong feelings can distract from weak evidence, so a reader should check whether facts actually support the claim.

