

PERSUASIVE TECHNIQUES BINGO CARD

EMOTIVE WORDS	FORCEFUL PHRASES	RHETORICAL QUESTIONS	CHATTY STYLE	STATISTICS	CRITICISE THE OPPOSITE OPINION
CLUSTERS OF THREE	PERSONAL PRONOUNS	HUMOUR	PLAY ON THE READER'S SYMPATHY	EXAGGERATION (HYPERBOLE)	REPETITION OF WORDS/ PHRASES
CATCHY PHRASES OR SLOGANS	FIGURES OF SPEECH	CONTRASTS	MAKE POSITIVE POINTS PERSONAL	ANECDOTES	MAKE NEGATIVE POINTS IMPERSONAL
EMOTIVE PICTURES	SHORT SENTENCES/ PARAGRAPHS	PLAY ON THE READER'S GUILT	IMAGERY	QUOTE A RELIABLE SOURCE	SHOCK TACTICS

Persuasive Techniques Bingo!

1. Speaking to the reader in a friendly way. (*Chatty style*)
2. Questions that don't require an answer. (*Rhetorical questions*)
3. Demonstrating differences in viewpoint (*contrasts*)
4. Destroy the point of view of the opposing argument. (*Criticise the opposite opinion*)
5. Using words like 'we', 'us' and 'you' to make the writing more appealing (*personal pronouns*)
6. Making the reader surprised or horrified (*shock tactics*)
7. Being over-the-top to get a point across (*exaggeration/hyperbole*)
8. Pictures or illustrations that are meant to arouse your emotions. (*emotive pictures*)
9. Make the reader feel bad about something. (*Play on the reader's guilt*)
10. Making points easy to follow on the page (*short sentences/paragraphs*)
11. Light-hearted expression of a viewpoint (*humour*)
12. Support a point with the views of a professional. (*Quote a reliable source*)
13. Words that arouse emotion (*emotive words*)
14. Numbers/graphs which provide convincing information (*statistics*)
15. Three phrases or describing words used to emphasise a point. (*clusters of three*)
16. Using words like 'I urge' or 'I demand' for emphasis (*forceful phrases*)
17. Thought provoking pictures in your mind. (*imagery*)
18. Saying the same word or phrase more than once for emphasis. (*repetition*)
19. Make the reader feel sorry for something or someone. (*play on the reader's sympathy*)
20. Similes and metaphors adding colour to the writing (*figures of speech*)
21. Words that stick in your mind. (*catchy words or phrases*)
22. Little stories to illustrate a point. (*anecdotes*)

RULES: read out each question and its number, and ask pupils to write the question number next to the definition that they think is correct (see bingo cards). If a pupil has identified all 22 definitions correctly then give them a credit!

Alternatively, pupils could fill in the bingo card while watching / listening / reading persuasive speech!