# Persuasive Techniques - Key

**Directions:** Place each item in the correct order.

<table>
<thead>
<tr>
<th>Rebuttal</th>
<th>Stereotype</th>
<th>Repetition</th>
<th>Appeal to Authority</th>
<th>Name Calling</th>
<th>Plain Folks Technique</th>
<th>Card Stacking Technique</th>
<th>Glittering Generality</th>
<th>Endorsement</th>
</tr>
</thead>
</table>

- This is a verbal or oral response to an argument presenting an opposite viewpoint.

- These are simplified images that narrowly define certain groups of people.

- This is a persuasive technique in which a word, phrase, or entire sentence is repeated to reinforce the speaker's message.

- This is a persuasive technique in which speaker mentions an important event or person to lend importance or credibility to his argument.

- This is a persuasive technique in which the speaker tries to convince his audience that a product is good because "everyone" is buying it.

- This propaganda technique consists of attaching a negative label to a person or a thing. People engage in this type of behavior when they are trying to avoid supporting their own opinion with facts. Rather than explain what they believe in, they prefer to try to tear their opponent down.

- This is a propaganda technique that uses a folksy approach to convince us to support someone or something. These ads depict people with ordinary looks doing ordinary activities.

- This propaganda technique and the term comes from stacking a deck of cards in your favor. It is used to slant a message. Key words or unfavorable statistics may be omitted in an ad or commercial, leading to a series of half-truths.

- These are vague, positive connotations that produce emotional appeal because they are associated with highly-valued concepts or beliefs. Typically used by politicians and propagandists.

- This is a persuasive technique where someone well-known or respected states that they use a particular product.
This is a persuasive technique where a writer oversimplifies complex issues.

This is a persuasive technique where an author uses a large negative impact to encourage readers to agree with them.

This is a persuasive technique where an author adapts, copies, or refers to other sources, e.g. ads refer to movies.

This is a persuasive technique where an author uses words packed with emotion to make the reader feel a particular way.