Persuasive Techniques

**Anecdote/Narration-**

Example:

**Counterargument-**

Example

**Hard Evidence-**

Example:

**Rhetorical Questions-**

Example

**Compare/Contrast-**

Example

**Expert Opinion-**

Example

Persuasive Techniques

**Ethos**

Also known as:

Definition:

Example:

**Logos**

Also known as:

Definition:

Example:

**Pathos**

Also known as:

Definition:

Example:

The Three Persuasive Appeals

Where do we see rhetoric?

What is rhetoric?