

A large red square with a white border, centered on a white background. Inside the square, the text "Persuasive Strategies Review" is written in white, bold, sans-serif font, centered vertically and horizontally.

# Persuasive Strategies Review

# “The Drawbridge” Background

*So the examples make sense in context...*

Once upon a time, a handsome Baron and a beautiful Baroness lived in a large castle by a river. The Baron traveled often for work, leaving the Baroness alone. The Baroness, lonely and sad, left the castle often to see her lover across the river. One night, the Baroness returned from seeing her love, only to find a gatekeeper wielding a knife. The gatekeeper informed the Baroness that the Baron had found out about her tryst, and threatened the gatekeeper to kill her upon her return across the river.

# 1. Rhetorical Questions

What effect is a writer hoping to achieve with the use of a **rhetorical question**?

*i.e. How must the Baron have felt, knowing his wife was sneaking out to be with another man?*

## 2. Repetition

What effect is a writer hoping to achieve with the use of **repetition**?

*i.e The Baron is an ill-informed, ill-mannered... ill man!*

### 3. Pronouns

What effect is a writer hoping to achieve with the **use of pronouns**?

*i.e. **You** must see that **we**, the jury of the people, can empathize with the Baron. **He** is just like **us** - a man with high moral values.*

## 4. Statistics/Facts (logos)

What effect is a writer hoping to achieve with the use of statistics?

*i.e 80% of townspeople surveyed agree that the gatekeeper took proper action.*

## 5. Opinions

What effect is a writer hoping to achieve with the use of **opinions**?

*i.e. The Baron is a madman, bent on killing his wife for insurance money!*

## 6. Imperatives

What effect is a writer hoping to achieve with the use of **imperatives**?

*i.e We must act now!*

*Do it, Today!*

*Get the Baron locked away!*



## 7. Emotion (Pathos)

What effect is a writer hoping to achieve with the use of **emotive imagery**?

*i.e The Baroness sat on the sofa in her living room, sad, lonely, and missing her husband terribly. A small tear leaked down her cheek as she pined solemnly for company. She knew that love was just a short boat ride away across the river, and the thought made her loneliness fade for a brief moment.*

## 8. Hyperbole

What effect is a writer hoping to achieve with the use of **hyperbole**?

*i.e. The Baroness is the **most spoiled, self-involved woman on the planet!***

## 9. Anecdote

What effect is a writer hoping to achieve with the use of an anecdote?

*i.e. Before the Baroness left to see her lover, she took great care to ensure that dinner would be ready upon the Baron's return. She never left without preparing a meal for her dear husband, even though he sometimes didn't return home. She was a good wife to the Baron.*