**PERSUASIVE TECHNIQUES USED IN MEDIA – NOTES**

Three building blocks of persuasion are: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (i.e. “logic”) makes use of the following techniques:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (i.e. “credibility”) makes use of the following techniques:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (i.e. “emotion”) makes use of the following techniques:

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| **NAME OF THE TECHNIQUE** | **DEFINITION** | **EFFECT ON THE AUDIENCE** |
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***Draw and describe the persuasion triangle.***