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:

NAME OF THE TECHNIQUE	DEFINITION	EFFECT ON THE AUDIENCE

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Draw and describe the PERSUASION TRIANGLE.