**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”) make s use of the following techniques:

| NAME OF THE TECHNIQUE | DEFINITION | EFFECT ON THE AUDIENCE |
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***Draw and describe the PERSUASION TRIANGLE.***