



## Worksheet 7a

## Persuasive techniques

**Activity 1:** Match the persuasive technique on the right-hand side of the table below to the example from '*Take us Seriously!*'. One has been done for you.

Persuasive Technique	What it means
Pattern of three	A list of three things
Using the second person pronoun	'you'
Alliteration	When words close to each other start with the same letter or sound
Rhetorical question	A question which is asked for effect - it doesn't need an answer
Powerful words	Words chosen for impact – often an emotional one

  

**Example**

She earns huge sums in salary and sponsorship...

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Women's football in this country is shamefully ignored, ridiculed and mocked...

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Imagine this. You are a female footballer...

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We need this law in Britain if women's football is to be as respected, as popular, as lucrative as men's...

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Who cares about women's football?

**Activity 2**

Fact and opinion

- **Facts:** things that can be proved to be true.
- **Opinions:** things that could be argued against – people's individual points of view.

Are there more facts or opinions in this text, or is it balanced?

Why do you think this is?

