

Name:

Date:

Reading: Analyze Persuasive Appeals

Practice

Persuasive appeals use logic or emotion to bring about a response to the writer's argument. Persuasive writing may use words with either a positive or negative appeal, depending on what emotional reaction the writer intends readers to have.

A In each of the following advertisements, underline the words and phrases intended to appeal to an emotional need or desire. As a clue, the need or desire is given in parentheses.

1. Do you wish you knew the secret of how celebrities always seem to have perfect, radiant skin? Now you too can have a squeaky-clean, fresh, and glowing complexion. Use new Fabu-Face beauty cleansing lotion! (desire to be attractive)
2. Tired of spending your weekends laboring in your yard? This summer, try the Turf-King—the Cadillac of power lawn mowers. You will ride in comfort so yard work seems like no work at all! (desire for easier way to do chores)
3. You will simply love new Stay Slim Ice Milk. It is rich and thick and creamy—just like real homemade ice cream. It comes in all of the delicious flavors you have come to love, including chocolate, strawberry, butter pecan, and vanilla bean. But it has only a few calories per serving! (desire to eat sweets and still be on a diet)
4. When you buy Excelvision, you get the finest quality and the highest standards in workmanship. With high-quality images and the best in surround-sound audio, no other entertainment system even comes close. It costs more, but you deserve it. (desire for luxury)
5. Because you are the direct, no-nonsense type, because you are honest with yourself, because you are a real individual—you use Loner, the honest aftershave. (desire for individuality)

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Assess

The following paragraphs depend heavily on emotional language to make their point. For each paragraph, underline all words and phrases that convey positive or negative feelings or impressions. Then, write a sentence summarizing in plain language how the paragraph is trying to influence the reader.

1. Don't abuse your hair with harsh chemicals. Let nature's own remedies caress as they gently cleanse. Use Herbal Rain Shampoo.

2. Jody Pugh has shamelessly sidestepped any reference to the real issues in this campaign. Instead, he has indulged in enough mud-slinging to delight a whole pen of hogs. Through cowardly suggestions, he has attacked his opponent's patriotism and humanitarian concern for the people of this state. I believe, however, that the voters are too intelligent to be taken in by Pugh's empty words and petty lies.

3. The Rancher: This generous eight-ounce serving of our finest ground round is a hearty meal in itself. The Rancher's country flavor is sealed by grilling over smoked hickory chips and is complemented by Granny Jones's downhome sauce. Served with enough crisp golden fries and super slaw to satisfy the hungriest cowhand.
