

What are Persuasive Techniques?

Worksheet

Persuasive techniques are methods used to convince an audience, including ethos (credibility), pathos (emotion), logos (logic), and appeals like bandwagon or urgency.

Questions

1. Which is an example of pathos?
A) A doctor endorses the product
B) Statistics showing effectiveness
C) Evoking pity for the poor
D) A logical step-by-step argument
2. '92% of users prefer this brand.' What technique?
A) Pathos
B) Logos
C) Ethos
D) Bandwagon
3. 'Join millions who trust us.' This appeals to...
A) Logic
B) Emotion
C) Social proof/belonging
D) Fear
4. A celebrity in an ad saying 'I use it.' Main technique?
A) Logos
B) Ethos
C) Pathos
D) Urgency
5. Identify persuasive techniques in: 'Leading doctors recommend this product. Join thousands of happy customers.'
6. Analyze persuasion in: 'Climate change will devastate our children's future. Act now!'
7. Find techniques in: '73% of users report improved sleep. Scientific studies prove effectiveness.'
8. Define: What is ethos in persuasion?
9. Define: What is pathos in persuasion?
10. Define: What is logos in persuasion?

Answer Key

1. C) Evoking pity for the poor — Evoking pity (emotion) is pathos.
2. B) Logos — Statistics (logos/evidence) back up the claim.
3. C) Social proof/belonging — Bandwagon: everyone else is doing it.
4. B) Ethos — Celebrity credibility/authority = Ethos.
5. 'Leading doctors recommend' = Ethos (credibility/authority) 'thousands of happy customers' = Bandwagon (social proof) Combined effect: Trust + belong to a large group
6. 'devastate our children's future' = Pathos (emotional appeal) 'Act now!' = Urgency appeal
Target: Fear and responsibility to drive immediate action
7. '73% of users' = Logos (statistical evidence) 'Scientific studies' = Ethos (expert authority) + Logos
Target: Rational, evidence-based convincing
8. Ethos appeals to credibility and authority — using experts, authorities, or trustworthy voices.
9. Pathos appeals to emotions — using personal stories, empathy, or emotional language.
10. Logos appeals to logic and reason — using facts, statistics, evidence, and rational arguments.

Bounlu

All cards, step-by-step solutions and an AI tutor are in the Notek app.
Promy turns exam dates into automatic reminders.