

<p style="text-align: center;">Hyperbole</p>	<p>Hyperbole is used to over exaggerate an idea. For example, if you were hungry and wanted to persuade your mother to cook faster, you may say: "I will die if you don't feed me soon." Of course this is cheeky and you would be far better off using flattery in this instance.</p>
<p style="text-align: center;">Flattery</p>	<p>By complimenting, you are likely to gain the audiences' approval. For example, if you were persuading your teacher to let you off with that overdue homework, you might want to start by complimenting her. "Mrs Ashes that is a lovely dress. I may be a few days late with my homework."</p>
<p style="text-align: center;">Bandwagon Appeal</p>	<p>If you convince your audience that they are missing out on the latest trend, this is called bandwagon appeal. Think ice bucket challenge and you've nailed it.</p>
<p style="text-align: center;">Superlative</p>	<p>By exclaiming something is the brightest, boldest, newest... you are using superlative in order to persuade. For example, "Buy the best that money can buy."</p>
<p style="text-align: center;">Understatement</p>	<p>To make something seem really easy to do, you could use understatement. "Give just two pounds a month." Or "It's only one afternoon out of your many days on this planet."</p>
<p style="text-align: center;">Repetition</p>	<p>Repetition with no effect in mind can spoil your persuasion. However, if you carefully choose words that emphasise your message, you can implant ideas in your audiences' mind. For example, open with "imagine" and end with "imagine" and what do you think your reader will subconsciously do?</p>