

List of Rhetorical Strategies for Developing Persuasive Content

When students claim they have no ideas for their persuasive essay, you can share these rhetorical writing strategies as a way to help them generate content. Of course, you will want to give students examples of each. Or you could have students read a persuasive essay and note the rhetorical strategies that the author used.

- Facts & statistics
- Expert opinions
- Personal experience
- Appeal to emotions
- Case studies
- Appeal to ethical beliefs
- Logical reasoning