

TECHNIQUE	HOW IT IS OFTEN USED	DO YOU USE IT IN A WAY THAT SHOWS UNDERSTANDING?
Rhetorical Questions	Rhetorical questions are often meant to get the audience thinking about a larger topic without feeling like you are trying to persuade them.	Yes / No
Generalization	Authors often use generalization when they want their audience to feel connected to something larger.	Yes / No
Parallel Structure	Parallel structure is meant to give added weight and an epic feel to something. It is often best deployed in the "big moments."	Yes / No
Symbolism	Humans are symbolic creatures. Having potent symbols where something represents something else (e.g., storm clouds often are symbols for coming trouble) can often help in adding depth and emotion to an argument.	Yes / No
Pathos	Humans are also emotional creatures. Pathos is where you seek to persuade by evoking strong emotions.	Yes / No

**FIGURE 1.5 • Persuasive Technique Rubric**