Fun parks, athletic wear, and blood banks are just some of the many products, services, and organizations that are advertised in brochures. Since brochures can present much information in a small space, they are used to advertise a wide variety of interesting and surprising things. For example, the brochure on the following page, “Adopt-A-Bison,” will try to gain your support for a program that is rebuilding bison herds in the prairies of Oklahoma.

Preparing to Read

**Identifying Persuasive Techniques**  Advertising works to persuade you to buy products and services or to support causes. How do advertisements like brochures convince you to take action? They use *persuasive techniques*, including logical and emotional appeals. Some advertisements, however, rely very heavily on emotion and not as much on logic and evidence. If you are not aware of the emotional appeals used to get your attention—and your money—you might be misled into paying for or supporting something without really knowing why. As you read the following brochure, think about the techniques it uses to accomplish its purpose—to convince you to adopt a bison.

**Analyzing Persuasive Visual Elements**  Unlike persuasive articles, brochures use *persuasive visual elements*—columns, graphics, headings, and colors—to convince readers. Besides being tools for persuasion, these elements attract readers’ attention, help make reading easier, and emphasize the points that their creators believe deserve special attention. As you read the brochure that begins on the next page, notice which items first catch your attention. These items probably highlight key ideas that the writer wants you to remember.
In the following persuasive brochure, The Nature Conservancy tries to convince you to protect America’s native bison. As you read, answer the numbered active-reading questions on your own paper.

ADOPT-A-BISON

And help
The Nature Conservancy
save part of America’s vanishing heritage!

Here’s how to adopt a bison
and what you get when you do:

By adopting a bison, you’re playing a vital role in restoring and preserving one of the last great expanses of tallgrass prairie. It’s easy and inexpensive to do.

Simply choose the animal you prefer. Then, mail your contribution of $25 or more. Or call 1-800-555-BISON toll-free.

You will receive a handsome adoption certificate, suitable for framing, complete with your name along with the name and photo of your bison. We’ll keep you updated on The Nature Conservancy’s Tallgrass Prairie Preserve throughout the year with our lively quarterly newsletter, Prairie Thunder.
The Tallgrass Prairie Preserve: Restoring a Lost Ecosystem.

As settlers turned the prairie into the nation’s breadbasket, an entire ecosystem that supported hundreds of plants and animals disappeared.

It could have been gone forever, if it weren’t for The Nature Conservancy and its 37,000-acre Tallgrass Prairie Preserve in Osage County, Oklahoma. Here you can journey back in time and experience the prairie as our ancestors did with 8-foot-tall grasses, breathtaking wildflower displays, and roaming bison.

Why the bison must graze for the prairie to bloom.

The prairie depends on climate, fire, and bison to survive.

The fire—which The Nature Conservancy manages through controlled burns—prevents trees and brush from overwhelming the prairie and removes dead vegetation, allowing new plants to sprout.

The bison, attracted by this new growth, graze it and then move on, giving the land time to recover. They also wallow in the grasses and rub against the trees and boulders. This in turn affects the growth of plants and the patterns of fires.

But while nature will take care of the 30 to 50 pounds of forage a bison consumes each day, there are many other expenses the Conservancy must cover to ensure that the tallgrass prairie is not just a legend, but a reality.

Adopt a bison—and help keep the legend alive.

Your tax-deductible gift of $25 will give you a personal stake in the future of the tallgrass prairie:

• It will help us track the herd and research its role in sustaining the prairie.
• It will let us re-create the “wide open spaces” of yesteryear and secure the perimeter with fencing that can stand up to a one-ton charge.
• It will help make sure the herd remains disease-free.

Act today—make a lasting mark on tomorrow!

You’re the key to our success at the Tallgrass Prairie Preserve. Because the prairie depends on the bison. The bison depend on us. And we depend on you.

So please act now. Adopt a bison, and help us to restore this precious legacy, so that it will be here for our children . . . and their children . . . and their great-great-grandchildren.
Prairie Chief.
Weighing close to a ton and boasting a massive mane, this mature bull likes to spend most of his time alone, wallowing in the prairie dust or shining up his horns by rubbing them on trees. In July and August, however, he can be found fighting with the other bulls as they compete for females in their annual courtship ritual called rutting.

Wildfire. A young bull just hitting his prime. He enjoys hanging out with his pals, and it's always a contest to prove who's the strongest and toughest. He's also proving to be quite a flirt with the heifers.

Buster. He's just cutting his horns and going through that awkward adolescent stage. Poor Buster is easily recognizable by his “spotted” face, dark legs, and fur now the dark brown of an adult. Sometimes it's tough growing up—even for a bison!

Sweet Pea. This two-year-old pregnant female is about to become a first-time mother. After a 9 1/2-month gestation period, she will give birth to a 50-pound baby. During her pregnancy, you will find her spending most of her time with her own mother and the other mature females. And of course, she's also busy “eating for two.”

Penny. She is a lovable little newborn who spends most of her day at Mom's side. Her cute voice is a squeaky grunt, and she'll remain the coppery red color of a penny until she's three months old.

Pick your favorite, and mail your gift. Or call toll-free: 1-800-555-BISON.
Identifying Persuasive Techniques

Act Now! All advertisements use persuasive techniques—methods used to convince you to purchase a product or service or to support a cause. Have you ever seen a commercial that made you feel that you could be more attractive by using a particular cologne, shampoo, or deodorant? If so, you have experienced persuasive techniques that play on your emotions or on your perceptions of the product to make the sale. These kinds of persuasive techniques are not all necessarily bad. However, some advertisements rely too much on emotional persuasive techniques to convince you and do not provide enough facts or evidence.

In order to make good choices about what you do with your money and time, you need to be able to distinguish between real evidence and persuasion aimed purely at your emotions. Look for the reasons and evidence, and make your decisions based on those elements. The persuasive techniques that follow are based solely on emotion.

- The bandwagon technique attempts to persuade the reader to do something because everyone else is doing it. The bandwagon technique invites readers to “join the crowd” or “join the winning side,” and it reinforces people’s natural desire to be accepted and admired. Its opposite is plain folks, which promotes a product or service because it is effective and sensible rather than popular—the sort of thing plain folks (regular people like you) use or buy.

  **Bandwagon:** Join the stampede to save the bison.
  **Plain folks:** Bison are down-to-earth, just like you.

- Transfer projects the positive or negative qualities of one person, entity, object, or value on to another. Transfer is used to make the second item in a comparison more acceptable or to discredit it. For example, a car ad may show a cheetah, trying to draw a connection between the car and the cheetah’s grace and speed. A testimonial is one

**First Thoughts on Your Reading**

With a partner or on your own, answer the following questions about “Adopt-A-Bison.” Write your answers on your own paper.

1. What part of the brochure’s design first attracted your attention? Why?
2. What feelings did the descriptions of different bison give you as you read the brochure?

**TIP** Persuasive writing used for purposes other than advertising should rely primarily on logical appeals (reasons and evidence) and less on emotional appeals.
kind of transfer in which famous people endorse a product or cause. The positive qualities of the famous person are transferred to the product or cause they endorse.

Testimonial: “Show your support for nature today by contributing to the Homes for Wildlife fund.”—Koko Markelli, star of TV’s *Mother Nature*.

- Emotional words attempt to create a strong feeling in the reader. Their connotations evoke either positive or negative emotions about someone or something. Value words, such as *love, happiness, security,* and *wisdom* call up positive emotions because of their association with the readers’ beliefs.

  Emotional words: Cute, furry prairie dogs once frolicked on the open plains. Now, colonies of these playful animals are scarce.

- Glittering generalities focus on highly valued concepts and beliefs such as patriotism, peace, freedom, glory, and honor. The “glitter” and positive emotional appeal of these concepts sometimes cause readers to lower their guards and to accept information that is not adequately supported. Name-calling is the counterpoint to glittering generalities. This technique uses words with intense negative emotional appeal to make readers condemn a product or idea without examining the evidence.

  Glittering generality: The gray wolf is a hero of the American wilderness. It roams freely, evading the fenced-in areas provided for it by well-meaning supporters. Help the wolf stay free.

  Name-calling: The gray wolf is a sneak thief and scavenger that preys upon the helpless stock of hard-working families.

**TIP** Two or more persuasive techniques can be used at the same time. For example, transfer is used if an advertisement portrays Uncle Sam—the positive qualities of this fictional character would be transferred to a product, service, or cause. However, the advertisement would also be using glittering generalities, because Uncle Sam symbolizes the highly valued concepts of patriotism, freedom, and democracy.

**THINKING IT THROUGH** 

Recognizing Emotional Persuasive Techniques

The steps on the next page will help you recognize emotional persuasive techniques in a brochure or in other advertisements. The sample responses are based on the following excerpt from “Adopt-A-Bison.”
**Penny.** She is a lovable little newborn who spends most of her day at Mom’s side. Her cute voice is a squeaky grunt, and she’ll remain the coppery red color of a penny until she’s three months old.

**STEP 1** Read the passage carefully.

**STEP 2** To analyze the passage for emotional persuasive techniques, ask yourself the following questions:

- Does this passage make you think that everyone else is supporting the cause (bandwagon)? No.
- Does it project the qualities of one person, group, or object onto another (transfer)? No.
- Does it use emotional words to create a strong feeling in you? Yes. The section uses words like “lovable little newborn,” “cute,” and “squeaky grunt.”
- Does it refer to highly valued, abstract ideas, such as freedom and democracy (glittering generalities)? No.

**STEP 3** Decide which emotional persuasive techniques are being used and what reaction the passage is trying to evoke. This passage uses emotional words that make me feel as if I should protect this “baby.”

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**YOUR TURN 2** 

**Identifying Persuasive Techniques**

Using the steps in Thinking It Through above, identify the persuasive techniques used in the examples below. Write your answers on your own paper.

1. **Adopt-A-Bison—And help The Nature Conservancy save part of America’s vanishing heritage!**

2. **Buster.** He’s just cutting his horns and going through that awkward adolescent stage. Poor Buster is easily recognizable by his “spotted” face, dark legs, and fur now the dark brown of an adult. Sometimes it’s tough growing up—even for a bison!

3. **School classes, community organizations, and business associations from across the country: These are some of the people who have already adopted their own bison. Won’t you and your organization be next?**

4. **Like another of America’s symbols, the bald eagle, the bison rely on us to limit our encroachment into their environment.**
Analyzing Persuasive Visual Elements

**Designed to Grab You** You may have had an experience like this one. You are on vacation with your family. While your parents are checking into your hotel, you spot a stand full of brochures. Maybe you can find an interesting museum or park to visit, or a fun shopping district. As you pause in front of the stand, there is much competition for your attention. Visual elements such as headlines, graphics, colors, and type style most likely will determine which brochure you choose to pick up and read. Once the brochure is in your hands, the same visual elements reinforce the brochure’s message, making you more interested in buying the product, visiting the place, or joining the cause. The following chart lists some of these visual elements and their uses.

<table>
<thead>
<tr>
<th>Persuasive Visual Elements</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Headings and subheadings</strong></td>
</tr>
<tr>
<td>• divide up, or group, related information</td>
</tr>
<tr>
<td>• contain key words that instantly identify each section</td>
</tr>
<tr>
<td>• help readers predict what information is contained in the brochure and locate the information that interests them</td>
</tr>
<tr>
<td><strong>Warm colors (reds, yellows, and oranges)</strong></td>
</tr>
<tr>
<td>• give readers a sense of warmth and good feeling</td>
</tr>
<tr>
<td>• work well for brochures that urge readers to get involved, take action, or make an impulsive decision</td>
</tr>
<tr>
<td><strong>Cool colors (blues, purples, and greens)</strong></td>
</tr>
<tr>
<td>• give readers a feeling of distance and professionalism</td>
</tr>
<tr>
<td>• can help a brochure seem more factual and informative</td>
</tr>
<tr>
<td><strong>Graphics</strong></td>
</tr>
<tr>
<td>• emphasize major points</td>
</tr>
<tr>
<td>• provide images of unfamiliar places, animals, objects, or people</td>
</tr>
<tr>
<td>• combine with captions to reinforce text</td>
</tr>
<tr>
<td>• draw readers to any text that wraps around the graphic</td>
</tr>
<tr>
<td><strong>Type sizes and fonts</strong></td>
</tr>
<tr>
<td>• can encourage the reader’s eye to slow down when type is small—slow reading pace helps a reader absorb complex ideas or persuasive points</td>
</tr>
<tr>
<td>• can catch the reader’s attention with headings in large type</td>
</tr>
</tbody>
</table>

**YOUR TURN**

Analyzing Visual Elements

Working with a partner, find in the “Adopt-A-Bison” brochure on page 297 an example of each of the visual elements explained above. Then, explain how each of the examples you found makes the brochure more persuasive.
To make sure their messages come through clearly, ad writers often use **synonyms**—words with similar meanings to those of other words—and **antonyms**—words with opposite meanings to those of other words. Look for synonym or antonym context clues when you encounter unfamiliar words. Signals for synonym context clues are *be* verbs and words like *or* and *and*. Signals for antonym context clues are words such as *different, unlike, though, opposite, contrast,* or *but.*

**Synonym Context Clue:** The Citizens’ Coalition is an alliance of neighborhood groups.

**Antonym Context Clue:** Our new dog is not *ornery,* but *easygoing.*

If no clues are given, sometimes common sense will lead you to a familiar word that is a synonym or antonym of the unfamiliar word.

**MINI-LESSON VOCABULARY**

**Synonym and Antonym Context Clues**

**MINI-LESSON VOCABULARY**

**Synonym and Antonym Context Clues**

**Thinking It Through**

**Using Synonyms and Antonyms**

Use the steps below to help you define unknown words using synonyms and antonyms. The sample responses are based on the following example sentence.

... there are many other expenses the Conservancy must cover to ensure that the tallgrass prairie is not just a legend, but a reality.

1. **Find clue words that might signal a synonym or antonym.** The word *but* may indicate that an antonym follows.

2. **Find a word you think may be the synonym or antonym.** The word *reality* could be an antonym for *legend.*

3. **Replace the unfamiliar word with the familiar synonym or with a word or phrase that expresses the familiar word’s opposite.** “... to ensure that the tallgrass prairie is not just the opposite of reality.”

4. **Use the meaning of the synonym or antonym to come up with your own definition.** A legend is the opposite of reality—imaginary or a fantasy.

**Practice**

Use the steps above to define the italicized words in the sentences below. Write your definitions on your own paper.

1. The prairie provides plenty of *forage* for the bison, whose need for food is provided for by grasses and other plants.

2. Fire is not a curse, but a *boon* to the prairie.

3. Unlike the boundless prairies of old, today’s prairies have a *perimeter.*

4. Bison are part of America’s *heritage.* With careful planning, though, they can be part of our future, too.

5. To the early settlers, the vast tallgrass prairie was as large as the sea.
Because the ability to recognize persuasive devices is so important in making informed decisions, this ability is often tested on standardized reading tests. Read the passage and the question below, and then use the Thinking It Through steps to determine the correct answer.

The bison, or buffalo, which once provided food and clothing to many American Indians, should be the symbol of America. This animal, like the American spirit, reflects the strength to survive against enormous odds. Bison numbered nearly 50 million prior to European colonization; but hunters had almost wiped them out by the late 1800s—leaving only 835 alive in 1885. However, with the help of conservationists like zoologist William Temple Hornaday, this animal now numbers as many as 200,000. Thus, because it was nurtured and has survived in the freedom of our vast western plains, the untamable bison best embodies American perseverance.

1. The writer tries to convince the reader that the bison should be the American symbol by
   A. relating that bison provided food and clothing for American Indians
   B. explaining that even though hunters nearly wiped out the bison, it survived
   C. stating that William Temple Hornaday helped save the bison from extinction
   D. showing that the bison once numbered 50 million

   I. "A" says that American Indians relied on bison for food and clothing. This is true for some American Indians, but it does not support the idea that bison would make a good American symbol. "A" must be incorrect.
   
   II. "B" states that bison are survivors. The passage says that the bison, “like the American spirit, reflects the strength to survive.” "B" is probably correct.
   
   III. "C" is a supporting fact about how the bison survived, but does not directly support the writer’s idea. "C" is incorrect.
   
   IV. "D" shows that there were great numbers of bison once, but it is illogical to think that great numbers reflect the spirit of America. "D" must be incorrect.

   3. Decide which is the best answer. Choice "B" is correct.