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Expressive techniques that persuade through exaggeration, irony, reversal, or emotional manipulation.

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- FANCIFL: Fanciful Causation
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- HYPERBL: Hyperbole
- I**

- IGNORNC: Feigned Ignorance
- N**

- NEGATE: Negation by Affirmation
- P**

- PRAISE: Affirmed Praise
 - PRBLAME: Praise-Blame Dichotomy
- R**

- REQUEST: Finesse of Requesting
 - RETRACT: Retraction
- S**

- SERIOUS: Humour Through Which Seriousness is Intended

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Cite this page: [Dr Mandar Marathe](#)  (2026). "Persuasive Tricks". *al-Balagha.com: The Encyclopedia of Arabic Rhetoric*. https://al-balagha.com/wiki/Category:Persuasive_Tricks

This page was last edited on 31 August 2026, at 18:30.