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| **Rhetorical Question** | **Text Connectives** | **3-Point List** | **Make it Personal – Use Pronouns** | **Repetition** |
| **Meaning –**  When the writer asks a question – not to get an answer but to challenge you, entice you, make you think, feel guilty, or examine your conscience. It is used as a focusing device | **Meaning –**  Also known as signal or transition words, provide cohesion within paragraphs. They provide fluency to an argument and make it easier to compare and contrast viewpoints. | **Meaning –**  Persuaders often use lists of three. They seem to have a special rhythm that sticks in the mind and gets the message across | **Meaning –**  Getting the reader involved by using ‘ you’ or make them feel part of something by saying “we or our” | **Meaning –**  Repeating the same key word or phrase is bound to have an effect! |
| **Example –**  Are you a real man? *(Challenge)*  Can you watch this poor child suffer? *(Guilt inducing)*  Why turn down 0% finance? *(Enticing)*  How would you feel if….?  What would the world be like if….?  Wouldn’t it be great if ….? | **Example –**  Only recently, there was…  However, the loss of….  To prevent it from deteriorating… | **Example –**  A mars a day helps you work, rest and play.  Brushing your teeth, keeps them white, helps your gums stay healthy and stops bad breath. | **Example –**  Designed to fit the way you live your life.  Together, we can make a difference.  We ask ourselves… | **Example –**  Come to life. Come to Woodlands.  It is very, very important…. |

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| **Emotive Language** | **Modality** | **Exaggerated Claims** | **Short Powerful Sentences** | **Herd Mentality** |
| **Meaning –**  Words that play on the reader’s emotions. If you want your audience to feel positive a topic, you can use words such as beautiful, calm, comfortable excited and thrilling. I you want your audience to feel negative about a topic, you can use words such as disgusting, ridiculous, bossy, expensive and boring. | **Meaning –**  Writers purposefully select vocabulary to position and persuade readers.  High modality – convincing argument  Low modality – more approximate and allows “wiggle room” | **Meaning –**  Language which make things seem better, more exciting than they really are. | **Meaning –**  Short sentences have real impact – even single word sentences / paragraphs can be effective. | **Meaning –**  No-one likes to be the ‘*odd one out*’ so tell the reader that they will be if they don’t agree with you. |
| **Example –**  Starved and beaten, this poor puppy would have died a miserable death without help. | **Examples –**  You *may* like to join…  You *must* join ….  It is *somewhat* important ….  It is *vitally* important ….. | **Example –**  Flake – tastes like chocolate never tasked before.  BMW – the ultimate driving machine.  Room 17 – the most incredible writers to ever enter the classroom. | **Example –**  Yes we can!  Don’t wait!  Just do it! | **Example –**  Everybody knows that…Obviously…You must be on a different planet if you haven’t noticed... |