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| Rhetorical Questions | How would you feel if?  What would make you consider a change to your eating habits?  Why should we agree with such ridiculous ideas? |
| Research/Quotes | This information does not need to be true but it does need to be possible or realistic.  E.G Former U.S president Bill Clinton thinks that junk food should be taken out of all vending machines.  E.G A recent study by Channel 7, found that students who watch television during the week don’t so well in school. |
| Data/Statistics | Data does not need to be true but it does need to be possible or realistic. Both fractions, percentages and ratios are effective.  E.G 90% of parents at Oberthur Primary school share a bed time story with their young children.  E.G 9/10 (9 out of 10) people prefer walking to going to the gym. |
| Facts | Facts do not have to include statistics but they can do.  E.G A kit-Kat chocolate bar has 280 calories and 30 grams of sugar, which is nearly 70% of the recommended daily intake of sugar. That is not very healthy.  E.G Smoking cigarettes lead to heart and lung disease and are fatal. |
| Emotive Language  (Speak to the reader directly) | Believe me when I say....  I’ve been in this situation…  I am just like you……  There is no doubt that you feel the same way…… |
| Modality | ‘Must’ and ‘Should’ words which encourage the reader to believe, think or do.  Essential, important, crucial, imperative, necessary.  Dreadful, despicable, upsetting, offensive, destructive. |
| Anecdotes | This is real life examples    These examples can be in relation to yourself, other people and local communities, the city, state, country, continent or the even the worlds population. |
| Triple 3 Points | This is where you list adjectives, modality words or explanations in a **cluster of three** to add impact.  E.G It is down-right unhealthy, unnecessary and contemptable to smoke around young children.  E.G Why should parents, students and siblings put up with extra homework when they have so little family time as it is. |
| Imperative | This is where you demand action from your reader.  E.G Act now to make a difference.  E.G Come and sign up today.  E.G. Stop smoking for a better life.  E.G Exercise now and lose those extra kg’s and build a fitter heart. |
| Font /Bold/Underline | Use of different fonts or bold or underlining to give emphasis. (Careful not to use **too much.)**  E.G It is **CRUCIAL** that you **Reuse, Recycle and Reduce!** |
| Repetition | Intentional deliberate repetition of a message or key phrase relating to the topic.  E.G As I say, reduce, reuse, recycle.  E.G Just say no? |
| Exaggeration  /Hyperbole | An exaggeration often impossible but commonly used.  E.G This argument is a thousand years old but still the main reason for giving up smoking. (Not really a thousand years old). |