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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 argumentLow 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... |