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| Emotive adjectives | Outrageous, horrific, unbelievable, fantastic, breath-taking, beautiful, mesmerising, terrifying | These are adjectives that appeal to the reader’s feelings and emotions |
| Powerful verbs | Must, stop, think, act, do, believe | These are verbs that demand action from the reader and help to gain their attention |
| Exaggeration | This will be the greatest single mistake you will ever make | This helps to show the reader the importance of acting upon what is written |
| Triple adjectives/ power of three | This was one of the most brutal, cold and barbaric acts I had ever seen | This helps to add emphasis to a point that is being made |
| Personalisation | You , we, us, they | If you use words like this it helps to make the reader feel like they are being included and spoken to directly |
| Rhetorical question | How would you react if this was your only choice? | These help the reader to think about what has been written and sometimes the only answer is the solution of your argument |
| Facts and statistics | A recent survey found that 75% of people thought this was a terrible idea | Using evidence like this helps to persuade the reader because it makes the writing seem factually true |
| Alliteration | Britain’s Best Bargains | This is effective because it is memorable. The repetition of the same sound makes the words stick in the mind |
| Connectives | Therefore, moreover, as a result, firstly, secondly, thirdly | Connectives help to make the argument logical- one of the most important things that helps the reader follow your argument |