

Persuasive Language Devices

<u>Device</u>	<u>Definition</u>	<u>Example</u>
Adjectives and Adverbs	Influence how readers feel by carefully selecting adjectives and adverbs.	
Alliteration	Place words beginning with the same sound close together to emphasise a point.	
Emotive Language	Words designed to evoke emotions, and make people feel a certain way (eg. guilty, sad, angry).	
Hyperbole	Use exaggerated language to emphasise your argument.	
Involve the Reader	Talk to the reader using inclusive language such as 'our', 'we', 'us', or 'you'.	
Modality	High modality words indicate a high level of certainty (eg. will, must). Low modality words indicate a low level of certainty (eg. might, could).	
Power of Three	Make a list of three things that support your argument to help make a dramatic point.	
Repetition	Use words or phrases more than once to reinforce a point and make an argument memorable.	
Rhetorical Questions	Questions that aren't supposed to be answered. They're asked to illustrate a point or to make the reader think.	
Use Evidence	Use facts, figures or quotes to help persuade the audience.	