

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.	<i>These poor animals desperately need a safe home.</i>
Alliteration	Place words beginning with the same sound close together to emphasise a point.	<i>Sam's Seafood serves amazing fish and chips.</i>
Emotive Language	Words designed to evoke emotions, and make people feel a certain way (eg. guilty, sad, angry).	<i>The dog was abandoned in a filthy street.</i>
Hyperbole	Use exaggerated language to emphasise your argument.	<i>This is the scariest roller coaster in the world!</i>
Involve the Reader	Talk to the reader using inclusive language such as 'our', 'we', 'us', or 'you'.	<i>We need to act before it's too late.</i>
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).	<i>Accidents will continue unless something is done about the condition of the roads.</i>
Power of Three	Make a list of three things that support your argument to help make a dramatic point.	<i>It ensures children are safe, happy, and active.</i>
Repetition	Use words or phrases more than once to reinforce a point and make an argument memorable.	<i>Visit us for the best burgers, the best chips, and the best live music in town!</i>
Rhetorical Questions	Questions that aren't supposed to be answered. They're asked to illustrate a point or to make the reader think.	<i>Can we really afford not to invest more into our schools?</i>
Use Evidence	Use facts, figures or quotes to help persuade the audience.	<i>According to the World Wildlife Fund, a fifth of the Amazon has disappeared in just 50 years.</i>

