

Alliteration

... is the grouping of words with the same initial sound.

Words with the same sound placed close together can help to emphasise a point and is more memorable for the reader.

For example:

We have plenty of playful puppies!



Emotive Language

... is language that evokes emotion.

Emotive language is designed to make people feel a certain way.

If a person's feelings can be controlled, their actions can be controlled.

For example:

**Angry mob of
protesters takes over
the city.**



Evaluative Language

... is language that judges.

Evaluative language can express a positive or a negative judgment.

It can be used to help make people feel a certain way.

For example:

The children have a terrific idea to help the poor turtles.



Exaggeration

... is language that 'stretches the truth' or is 'over the top'.

Exaggerating can help persuade people to agree with a particular point of view.

For example:

There are a million reasons why dogs make the best pet.



Modality

High modality shows high certainty.

Low modality shows low certainty.

High modality words can be useful to make an argument more convincing.

Low	Medium	High
may might mightn't could	will won't should shouldn't can would	must mustn't ought to shall has to



Rhetorical Questions

... are questions that aren't supposed to be answered.

Rhetorical questions are asked to illustrate a point or to make the reader think.

For example:

Can our town really afford not to build a new library?



Using Evidence

... helps the reader see the author as knowledgeable.

Facts, figures and quotes can help an argument seem more reliable and convincing.

For example:

Vegetables provides us with vitamins, minerals and fibre. We should eat 5 servings of vegetables every day.

