

The Language of Persuasion

Conditional language:

if, should, could, would, might, unless you..

Connectives at THE START OF PARAGRAPHS:

Additionally, Furthermore, Also, Firstly, In addition, In summary

STRONG words/sentences and DEFINITE arguments:

I urge you, I am telling you, open your eyes, look at the evidence

For this reason, without a doubt, it is certain that, I am sure that, it is obvious that, of course

Agreement (getting them on your side):

All sensible people would agree, are we going to let, Is there anyone who

Addressing the reader's emotions and thoughts:

Surely you, as you know, you may believe that.....however,

you must know this is true, just imagine, just think, I feel that, as you can see, It is unfair that..

Questions which make the reader think:

Have you ever thought about....? How would you feel if.....?

What if....? Do you really want to....? Could you live with yourself if....

Repeating phrases

to emphasise:

think about the consequences, think about your health.

Exaggerating:

Everybody thinks that...

Lists of three adjectives:

The troll is rude, ugly and unwelcome