

Language Features

The following is a list of techniques that students should be encouraged to use in their persuasive writing.

Verbs to indicate actions and feelings

- present tense for most of the argument e.g. *Smoking is ..., I hate...*
- past tense for some evidence or past happenings e.g. *For years, people smoked ...*
- future tense for suggesting solutions to problems, predictions for the future or calls for action e.g. *We will be a healthier society if ..., Society can change...*

Adjectives and phrases – descriptive, emphatic, feeling words that appeal to the emotions

- *Wonderful, beneficial, amazing, excellent, terrible, horrible, cruel, unjust, endangered, unwise, attractive, frightening, perfect, highly recommended, practical, only course of action, sensible, the best way, useful, the only path, the obvious solution ...*

Personal voice (first, second person) with action verbs

- *I like, I think, I believe, I do not believe, I urge you, you should, shouldn't, we should, could, must, must not, we need to, we will ...*

Formal voice (more authoritative, more power of persuasion)

- Progress writing from *I think computer games are good ...* to *Computer games are good ...*

Nominalise information – turn verbs, adverbs or clauses into nouns for more authority

- Instead of *You should not pollute...* write *Pollution should be stopped ... It...*
- *Greedy to greed; violent to violence; cruel to cruelty*

Rhetorical questions and thought-provoking questions for effect

- *Where do we go from here? What is the point of ...?*

Emphatic language, hyperbole or exaggeration for effect

- *We need to..., Society has no other choice, it must..., There are a countless ways to...*

Alliteration or rhyme, especially in the title or the last statement or sentence

- *Exercise is exhilarating. Plastic will never ever go away.*

Figurative language, metaphor and simile to enhance your argument

- *... is driving me up the wall, Littering is a sickness, Eating junk food is like jumping off a cliff.*

Repetition of words, phrases and concepts to push your point of view

- *We can stop the use of illegal drugs. We will stop the use of illegal drugs.*

Quotes or humour that pack a punch and help your case

- *'Tomorrow is the first day of the rest of our lives' so let's begin right now!*

Anecdotes, examples, facts and statistics as evidence to enhance your argument

- *Last year..., An example of this can be seen... 70% of young smokers ...*

The antithesis or opposing points of view by contrasting the opposites

- *Smokers might say that smoking is relaxing but ..., Love it or hate it ..., Right this wrong...*

Ethical language calls for fairness, ideas of right and wrong, morality and justice

- *The only fair thing to do is... We have a moral obligation to...*

Connectives or joining words

Temporal Connectives sequence ideas		Causal Connectives relate and connect ideas	
<i>first</i>	<i>firstly</i>	<i>because</i>	<i>so</i>
<i>second</i>	<i>secondly</i>	<i>as</i>	<i>for</i>
<i>now</i>	<i>at once</i>	<i>for example</i>	<i>for instance</i>
<i>then</i>	<i>when</i>	<i>in fact</i>	<i>instead</i>
<i>meanwhile</i>	<i>soon</i>	<i>moreover</i>	<i>since</i>
<i>next</i>	<i>afterwards</i>	<i>consequently</i>	<i>accordingly</i>
<i>previously</i>	<i>before</i>	<i>despite this</i>	<i>moreover</i>
<i>here</i>	<i>until</i>	<i>hence</i>	<i>though</i>
<i>while</i>	<i>whenever</i>	<i>however</i>	<i>nevertheless</i>
<i>finally</i>	<i>lastly</i>	<i>as a result of</i>	<i>therefore</i>
<i>in conclusion</i>	<i>in summary</i>	<i>stemmed from</i>	<i>surely</i>
Comparative Connectives compare and contrast ideas		Additive Connectives add or join ideas	
<i>however</i>	<i>whereas</i>	<i>also</i>	<i>besides</i>
<i>on the one hand</i>	<i>on the other hand</i>	<i>although</i>	<i>moreover</i>
<i>on the contrary</i>	<i>in spite of this</i>	<i>in addition</i>	<i>additionally</i>
<i>different from</i>	<i>differs from</i>	<i>furthermore</i>	<i>as well as</i>
<i>compared to</i>	<i>in other respects</i>	<i>but</i>	<i>or</i>
<i>alternatively</i>	<i>in contrast</i>	<i>nor</i>	<i>and</i>
<i>of course</i>	<i>obviously</i>	<i>as well</i>	<i>likewise</i>
<i>rather</i>	<i>instead</i>	<i>while</i>	<i>overall</i>
<i>similarly</i>	<i>specifically</i>	<i>then</i>	
<i>clearly</i>	<i>also</i>		
<i>elsewhere</i>	<i>everywhere</i>		
<i>nevertheless</i>	<i>concurrently</i>		

[Begin a class wall chart or hanging mobile and add new words that the students find.]