

Rhetorical Questions

These are questions that are directed at the readers, but do not require answers. Again the readers feel as if they are being spoken to directly.

Persuasive Words or Phrases

These will make your audience think that they should either agree with your point of view or else be seen as unreasonable.

For Example:

Obviously, without a doubt, undeniably, surely, definitely, certainly etc.

Personal Pronouns

When you use personal pronouns such as:

We, us, you.

Exaggeration

To go over the top and make things sound better or worse than they are.

Repetition

If you say something just once, it can be easily forgotten so, if you have a certain message to get across, try to ensure that you say it more than once.

Emotive Words

These arouse strong feelings in the reader and encourage them to read on. For Example:

Directive Language

This gives instructions or orders. In this way, the readers feel as if you are speaking directly to them. For Example: