

### 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: