

Persuasive Device

Definition

Emotive language

Words like 'I', 'you' or 'we' which make the text feel more personal, like talking with someone.

Command or imperative

Listing three words, probably adjectives, in a row to really make a text powerful, e.g. 'hungry, homeless and abandoned'.

Hyperbole

Strong words chosen to make you feel certain emotions, e.g. '**helpless** dog'.

Personal pronoun

Slang or informal language, used to make texts sound like a friendly chat.

Direct address

Asking the reader a question to involve them in the text, e.g. 'How generous are you?'

Pattern or rule of three

Exaggerating for effect, e.g. '**DISASTER STRIKES** at factory'.

Rhetorical question

The text speaks directly to the reader using the pronoun 'you'.

Colloquial language

Tell the reader to act or do something, e.g. 'Call **NOW**'.