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**Style: the Use of
Language to Persuade**

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Emotional.

Attention Grabbing Opening

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- A simple address to the audience.
- A famous quotation.
- A challenging question.
- A personal anecdote.

Words & Phrases that Appeal to the Audience

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The key to effective persuasive writing is the ability to understand your audience and know its hopes and fears. A speech about guns stress will have little relevance to football hooligans.
Speak directly to your audience using "we", "us", "our" and "your". This makes the audience feel more involved.

Emotional Imagery

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Imagery that stirs the emotions of your audience is key to effective persuasive writing. It will also make your writing more memorable.



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Features of the Language of Persuasion





Repetition.

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This is the hallmark of persuasive writing. Repetition places emphasis on your key idea and makes your writing more memorable.