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The language of persuasion is used to influence the way an audience feels. The techniques used in this type of writing are thereby directed at the emotions of the audience. This genre is the language of power.

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The Power to Persuade (Abridged)

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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 autism stress will have little relevance to football hooligans. Speak directly to your audience using "we", "us", "our" and "you." 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 of your emphasis on your key idea and underlying message is inevitable.

Rhetorical Questions
Questions when the answer is obvious.
The audience is forced to answer the question in their minds.
Create the impression you are speaking to each person in the audience and make them feel more connected.
"You have seen us before in a recent discussion by name."

Imagery
Use descriptive words and phrases to create a picture in the audience's mind.
"The sun was shining brightly on the water."

Contrast
The audience can identify your point if you present the contrasting idea.
The use of contrast that still emotional appeal to your writing will not be able to make your ideas more memorable.

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