

GRAMMAR & LANGUAGE CONVENTIONS

1. Evidence

- very persuasive
- makes the reader see the author as knowledgeable and their argument as logical/reliable

2. Repetition

- reinforces arguments, ensures the point of view stays in audiences' mind

3. Inclusive & Exclusive Language

- persuade by including the reader or creating a sense of solidarity / responsibility

4. Imagery & Figurative Language

- paints pictures for the audience, making points visually
- appeals to emotions ; author appears sophisticated or well-spoken

5. Rhetorical Questions

- questions that need not to be answered but asked for effect
- engages the audience
- encourages the audience to consider the issue & accept the author's answer

6. Humor

- persuasive by dismissing opposing views
- provides engaging & friendly tone
- sways audience by involving them in the jokes