

# WRITING TO... ARGUE or PERSUADE TECHNIQUES

**ALLITERATION:**  
"Spanish sunsets sweep across the sand, sea and Sangria."

**EMOTIVE LANGUAGE:**  
"The attack was vicious, cruel and fervent - with horrifying results."

**OPINIONS:**  
"I believe that..."  
"In my opinion..."  
"I think that..."  
"I feel..."

**HUMOUR:**  
TIP: This doesn't have to be laugh out loud funny - it could be sarcasm, puns, an amusing story or a witty comparison for example.

**STATISTICS:**  
"57% of people believe in aliens", "Nine out of ten people eat baked beans at least twice a week."

**RHETORICAL QUESTIONS:**  
"Don't you crave success?"  
"Would you want a life of poverty and loneliness?"

**ANECDOTES:**  
"When I was a child...", "Just yesterday...", "Last time this happened to me..."

**DIRECT ADDRESS:**  
"You know this needs to end, so you need to help us now."

**TRIPLETS/ LISTS OF THREE:**  
"London is a vibrant, diverse and exciting city."  
"Friendly, loyal, intelligent: a dog is the perfect pet."

**FIRST PERSON:**  
"My life's great because I work so hard."

**REBUTTALS:**  
"Anyone who claims that unemployment is easy is wrong. It's not easy - it's tough."

**HYPERBOLE:**  
"Shampoo doesn't get better than this: your hair's left with an infinite, dazzling shine."

**IMPERATIVES:**  
"Get out your wallet, hand over some money, and make a difference."

**PUNCTUATION FOR EFFECT:**  
"There's only one thing to do: try harder... if you don't, well, you fail!"

**VARYING SENTENCE LENGTH FOR EFFECT:**  
TIP: Try using longer, more complex sentences to convey the intensity or extent of something (e.g. its beauty or horror) and using single word sentences for impact.

**EXAMPLES:**  
"One example is..."  
"For instance..."  
"An illustration of this is..."  
"A case in point is that..."

**REPETITION:**  
TIP: This could be repetition of the same word, or repetition of a similarly structured phrase.

**CONTRASTIVE PAIRS:**  
"If you know something is wrong then you need to make it right."  
"Whilst some live in luxury, others die in poverty."

**EXCLAMATORY STYLE:**  
"Visit France... it's astounding!"  
"The hotel was the foulest place ever!"

**TOP TIPS:**

- **PLAN YOUR WORK**... it's more effective if it's well organised, with a beginning, a middle and a conclusion.
- **THINK ABOUT AUDIENCE AND PURPOSE**... use techniques that are appropriate.