

## Persuasive Writing

So what types of language features do persuasive texts use?

- Present tense – a persuasive text is written ‘now’. The verbs are written using present tense.
  - is, be, are, means, need, act, stop
- Action verbs – words that show what is happening
  - save, battle, lose, repair
- Thinking and feeling words – to convey the emotion of the topic and the writer’s point of view
  - believe, opinion, think, feel, know, like, grateful, surprised, doubt, trust, hope
- Emotive words – to engage the reader and make them see the issue the way you do
  - harsh, fierce, treasured, unique, nasty, special, delightful, gorgeous, dangerous, brutal
- Evaluative language – to examine the arguments and supporting evidence
  - important, simple, narrow minded, threatened, it is obvious, future benefits, easier, expected, unlikely claim, too fragile, poor judgement, only option
- Degree of certainty – how certain are your statements? Do you want to make people agree, or do you want to cast some doubt in their opinions?
  - may, will, must, might, usually, almost, always, never, sometimes, generally, undisputed, hardly ever, certain, should, could, have to

# Persuasive Writing: Signal Words

## TRANSITIONAL PHRASES

### **INTRODUCTORY PHRASES**

There is no doubt that  
From my point of view  
It seems to me that

In my opinion  
I believe  
It is my belief that

I question whether  
I (dis) agree with  
I maintain that

### **CONCLUDING PHRASES**

For the reasons above  
As you can see  
As I have noted  
In other words  
On the whole

In short  
To be sure  
Without a doubt  
Obviously  
Unquestionably

In brief  
Undoubtedly  
In any case  
Summarizing  
In any event

### **SUPPORTING OPINIONS**

First            Furthermore  
Second        In addition  
Third          Also  
Finally        Last

Equally important  
In the first place  
Likewise

Besides        Further  
Next            Again  
Moreover       Similarly

### **INTRODUCING DETAILS**

For example  
In fact

For instance  
As evidence

In support of this

### **CAUSE AND EFFECT**

Since  
Because of  
Due to  
For this reason  
Therefore  
If...then

Caused by  
This results in  
Consequently  
Accordingly  
As a result of  
Leads to

In effect  
Brought about  
Made possible  
As might be expected  
Give rise to  
Was responsible for

### **COMPARE AND CONTRAST**

Similarly  
Compared to  
In like manner  
On the other hand  
Although  
Even though

Likewise  
In the same way  
Contrasting  
On the contrary  
As opposed to  
Rather than  
Nevertheless

As well as  
Have in common  
All are  
The same as  
Conversely  
Whether or not  
In spite of

### **COUNTERING**

I realize you  
I understand you  
Even though you  
Although you  
Some people  
It may be that you  
Your idea to \_\_\_\_\_  
deserves some merit

Believe  
Feel  
Maintain  
Want  
Favour  
Support  
Argue  
State

But  
Yet  
However  
I doubt  
I question  
Let me explain  
On the other hand  
Nevertheless