

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