

# PERSUASIVE TECHNIQUES



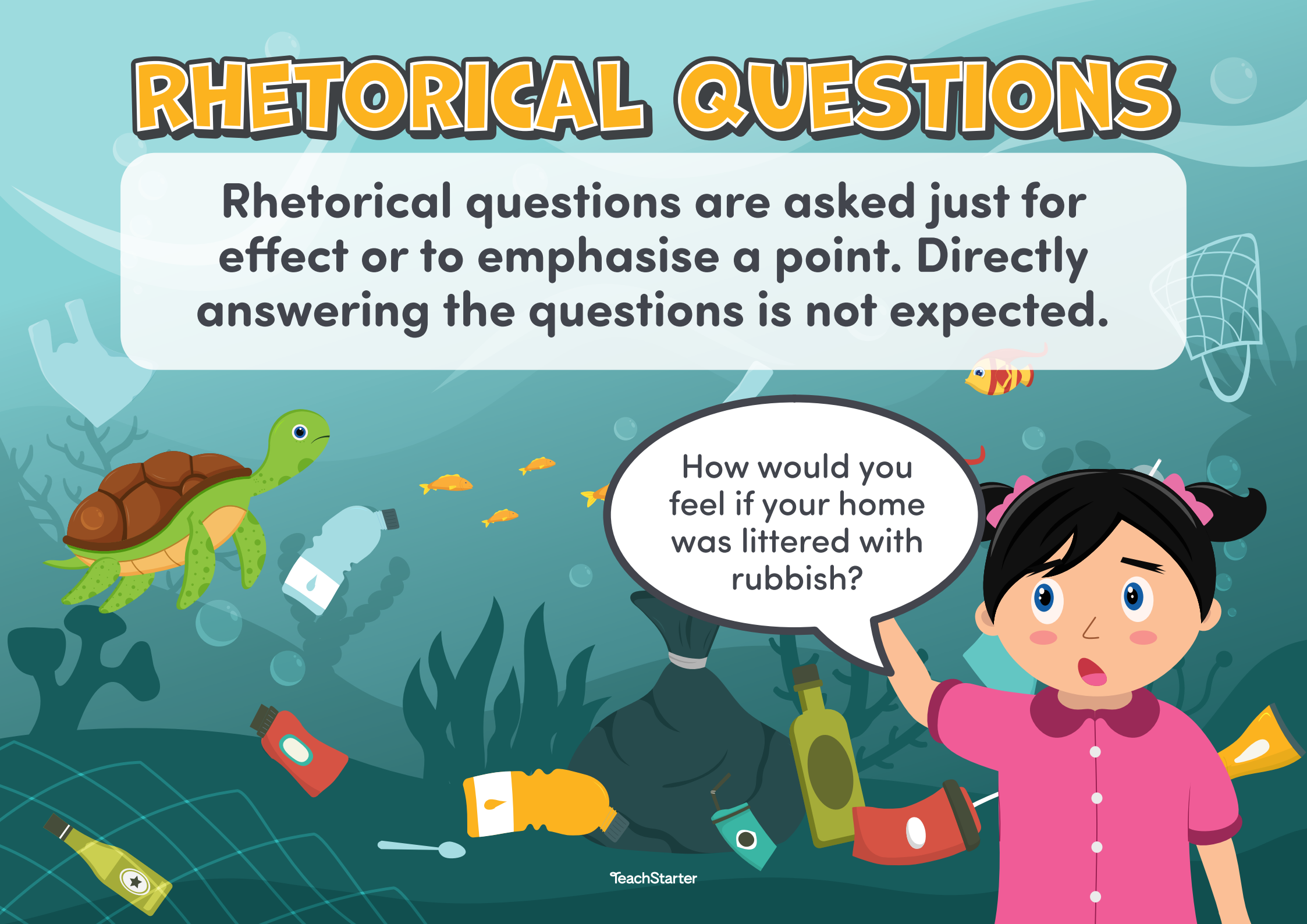
# ALLITERATION

Alliteration is the repetition of the same or similar kinds of sounds at the beginning of words or in stressed syllables.

Our beautiful  
beaches have been  
bombarded with  
rubbish.

# RHETORICAL QUESTIONS

Rhetorical questions are asked just for effect or to emphasise a point. Directly answering the questions is not expected.



How would you feel if your home was littered with rubbish?

# EXAGGERATION

Exaggeration is used when giving information that is inflated or over the top. Exaggerating information can help to emphasise the point being argued.

If we don't take action today, the world as we know it will cease to exist!

# STATISTICS

Statistics are used to support your argument with real-life figures from relevant studies. They provide convincing evidence.

Ocean Crusaders claim that there is now over 5 trillion pieces of plastic debris currently polluting the ocean.



# EMOTIVE LANGUAGE

Emotive language is used to make the reader feel certain emotions, such as sadness or excitement.

Think about the poor, defenceless animals that are suffering because of our rubbish.


# MODALITY

Modality is used to indicate the degree to which something is certain, possible or improbable.

It is certain that if we don't clean up our oceans now, the environment will suffer.

# REPETITION

Repetition is when important words or phrases are repeated so that they stick in the reader's mind.

An illustration of a diver in a blue wetsuit and yellow tank, holding a blue mesh bag filled with trash like a plastic bottle and a can. The diver is surrounded by various pieces of ocean trash, including a plastic bottle, a can, and a piece of coral. The background is a deep blue ocean with bubbles and some green seaweed.

It is up to us to make a change, it is up to us to take a stand and it is up to us to make a difference.




# FACTS

Facts are pieces of information that are used to back up an argument.

Eight million tonnes of plastic are going into the ocean each year.

# OPINION

**Opinion is used to get the writer's thoughts or feelings about the topic across to the reader.**



I believe that we cannot let this destruction of the environment continue, not only for ourselves, but for generations to come.

# RULE OF 3

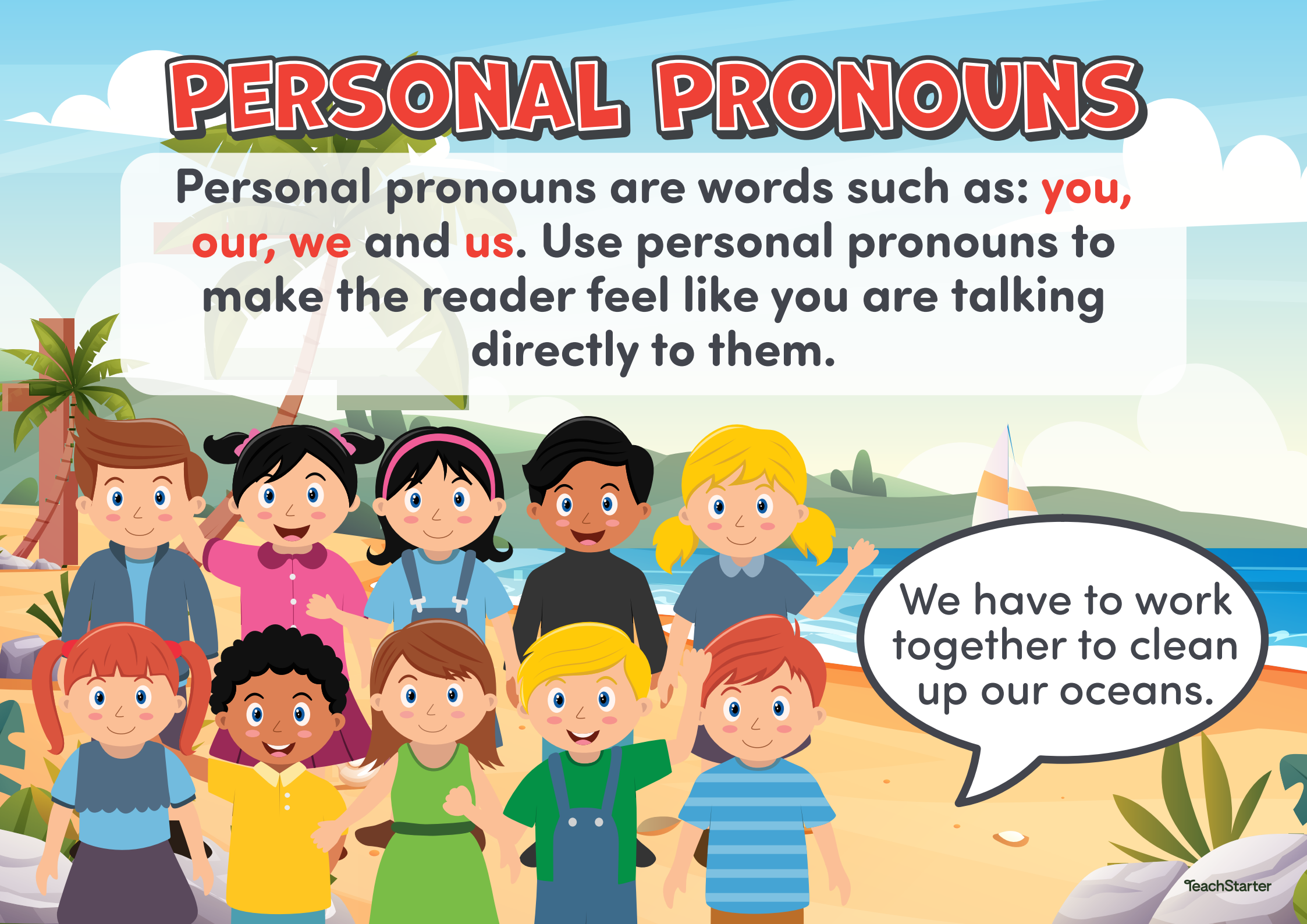
The rule of 3 is when 3 adjectives or phrases are used together to draw the reader's attention.

Polluting our oceans is destructive, inhumane and just plain wrong.



# PERSONAL PRONOUNS

Personal pronouns are words such as: **you**, **our**, **we** and **us**. Use personal pronouns to make the reader feel like you are talking directly to them.



We have to work together to clean up our oceans.