

Become a Persuasive Powerhouse!

Be bold, be brave, and persuade with your page!

- A rhetorical question is a question asked to make the reader think, not to get an actual answer. Can you use one to grab attention?
- Emotive language is used to stir up feelings. Words like 'heartbreaking', 'spectacular', or 'dreadful' help the reader feel exactly what you feel.
- Using 'Direct Address' means speaking straight to your reader by using the word 'you'. It makes them feel like the message is just for them.
- Modal verbs like 'must', 'should', or 'will' help show how strongly you believe in your point of view.
- Exaggeration (or hyperbole) makes your point sound even bigger and more exciting, like saying 'this is the greatest discovery in the history of the world!'

Did you know? Did you know that persuasive writing has been used for hundreds of years? Ancient speakers used the 'Rule of Three'—repeating ideas in groups of three—to make their arguments much more memorable to their listeners!

Key vocabulary: Emotive language · Rhetorical question · Exaggeration · Fact · Opinion · Modal verb · Direct address