

Mastering the Art of Persuasion with Kit the Fox

Be Bold, Be Clever, Be Persuasive!

- Rhetorical questions are used to make the reader stop and think; they do not require an actual answer.
- Emotive language targets the reader's feelings, using powerful adjectives to stir up strong reactions.
- Direct address involves using pronouns like 'you' and 'your' to speak straight to the reader and pull them into the argument.
- Modal verbs such as 'must', 'should', and 'will' create a sense of urgency and certainty about your message.
- A counter-argument acknowledges the opposing view before cleverly explaining why your own opinion is the most logical choice.

Did you know? Did you know? The most persuasive speakers use the 'Rule of Three' to make their points more memorable. By grouping ideas or adjectives in threes—like 'bold, brilliant, and brave'—your argument becomes rhythmically satisfying and much harder for your audience to forget!

Key vocabulary: Rhetorical question · Emotive language · Modal verbs · Direct address · Exaggeration · Counter-argument