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| Rhetorical Question | List of 3 |
| Pronouns | Statistics |
| Facts | Opinions |
| Imperatives | Emotive Imagery |
| Hyperbole | Anecdote |

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| **rhetorical question**  i.e. Do you really think that the average person knows what wolves are really like?  Rhetorical questions are designed to engage the reader in the article. The idea is that the reader thinks about an answer to the question and it suggests questions that the reader should ask in relation to the argument. | **list of 3**  i.e The public are **ill-informed, ill-equipped and illogical** and will therefore make poor decisions despite being presented with the facts.  Lists of 3 are designed to emphasis a point. The writer makes one point and intensifies it so that it seems much more extreme. The idea is that the reader will understand the extreme nature of the three words together. |
| **use of pronouns**  i.e. **You** must see that **we**, as people who care about the planet, should be sticking together. It’s **our** job to do something about the state of the planet!  A writer addresses the reader directly with the use of personal pronouns. By talking to the reader with “you”; it seems more personal. By stating “we”, it seems like we are all in this together, so the reader takes the writer’s side more readily. | **statistics**  i.e **80%** of recently interviewed scientists said that they believe wolves will have a positive impact on the environment of Scotland.  A writer uses statistics (and facts) to back up his suggestion. They add “factual weight” to an argument. If you have statistics, it seems real! |
| **facts**  i.e. Wolves released in Yellowstone park were proven to positively impact the whole park, even changing the course of rivers!  Facts, in the same way as statistics, add “factual weight” to an argument. If you use facts, it seems real! They also back up what a writer is suggesting. | **opinions**  i.e. Most people think wolves are vicious killers.  Opinions are used to suggest ideas to a reader. A writer offers his opinion to make the reader think “that’s a good idea”. Writers also use other people’s opinions as facts. i.e. “A wise man once said that Gove is ignorant!” and then, they can back up the writer’s opinions. |
| **imperatives**  i.e We **must act** now!  **Do** it, Today!  **Get** wolves in!  Imperative verbs are the kind of verbs that instruct people to do something immediately. They are instructions and they make the message seem urgent. People tend to respond to instructions without thinking, so they persuade people to act and “revv” the reader up! | **emotive imagery**  i.e The silver ridge pack have a complex social order with the Alpha Male, Blue, and female, Swift, leading the others. **They spend most of their time playing lovingly and excitedly with the new cubs or grooming each other.**  Emotive imagery is where a writer uses words to create pictures that are designed to make the reader sad / happy. They encourage the reader to empathise with the position of the writer by making the situation seem more real. This can also be used with actual images! |
| **hyperbole**  i.e. Wolves will change the face of the Scottish landscape.  Hyperbole – better known as exaggeration - is used to add emphasis to the writer’s point. It’s also great for making the opposition seem ridiculous! Therefore, persuading the reader that the writer’s point of view is **eternally flawed!** | What effect is a writer hoping to achieve with the use of an anecdote?  i.e **The silver ridge pack have a complex social order with the Alpha Male, Blue, and female, Swift, leading the others. They spend most of their time playing lovingly and excitedly with the new cubs or grooming each other.**  The use of little stories is similar to emotive imagery, where a writer uses words to create pictures that are designed to make the reader sad / happy.  Anecdotes encourage the reader to empathise with the position of the writer by making the situation seem more real. As they are sometimes factual, they can also add factual weight! |