

Opinion - a personal viewpoint often presented as if fact.

In my view, this could be the best thing to ever happen to our school.

Hyperbole - exaggerated language used for effect.

It is simply **out of this world – stunning!**

Personal pronouns - 'I', 'you' and 'we'.

You are the key to this entire idea succeeding - **we** will be with you all the way. **I** can't thank you enough!

Imperative command - instructional language.

Get on board and **join** us!

Triples - three points to support an argument.

Having more first aid awareness means greater **safety, reassurance and peace of mind** for **you, your family and your friends**.

Emotive language - vocabulary to make the audience/reader feel a particular emotion.

Hundreds of students could be **rescued** from the **monotony** of their daily routine and given a **lifeline** to **cling on to**.

Statistics and figures - factual data used in a persuasive way.

80% of people agreed that this would change their studies for the better.

Rhetorical question - a question which implies its own answer

Who doesn't want success?