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| **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? |

Adapted from: <https://www.bbc.co.uk/bitesize/guides/zx7cmnb/revision/2>