

# PERSUASIVE WRITING

## tools

### ALLITERATION

Alliteration is when three or more words start with the same letter. This captures the reader's attention and makes your writing more interesting.

*examples*

Foul, filthy, fast food.

Terrible, taunting, teachers.

### GROUPS OF THREE

We use groups of three to reinforce our point and emphasise certain words. We use three words that mean similar things to each other (synonyms).

*examples*

Awful, horrible, nasty.

Thrilled, excited, happy.

### INCLUSIVE LANGUAGE

We include our readers and make them feel like they are part of argument, by using inclusive language such as "we", "us", "you", "together" and "as a community".

*examples*

We, as a community, need to come together to fix this issue.

Help us to make a difference.

### REPETITION

Often we repeat phrases, words or sentences in a different way to help highlight our point of view and to ensure that the reader understands our argument.

*examples*

Sport is essential to our health.

Fitness is vital for improving our wellbeing.

We must exercise to stay strong and healthy.

