

EMOTIVE LANGUAGE	Emotional words or phrases that help us understand the issues and draw on our emotions.
RHETORICAL QUESTION	A question asked to involve the reader. It doesn't require a direct answer.
REPETITION	Important words or phrases that are repeated to emphasise their importance.
ALLITERATION	Repetition of the same letter or sound in a sentence to attract attention to what is being said.
FACTS AND STATISTICS	These often include numbers and add factual weight to an argument.
EXAGGERATION	Overstating a viewpoint, statement or idea. Used to impress, to make things sound better than they really are.
TRIPLING / RULE OF THREE	A word or phrase repeated three times to add emphasis and create anticipation.
PERSONAL TESTIMONY	This often helps people understand issues in ways that a general account will not. This technique is often used by charities so people will empathise with the suffering.
PERSONAL PRONOUNS / DIRECT ADDRESS	Used to draw people into an argument as if they are being spoken to in person.