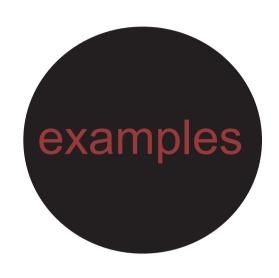
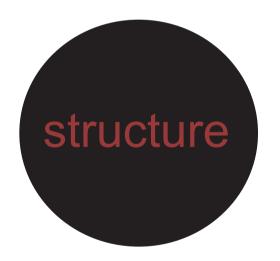
persuasion



adverts brochures political speeches



to promote a particular point of view or argument with the intention of making people think or act in a certain way



an opening statement (thesis)
the arguments (often in the form of
points
a summary and restatement of the
opening position
use of image to attract attention
use of different size fonts



simple present tense focusing mainly on generic human participants mostly logical rather than temporal conjunctions therefore not chronological emotive language and linking phrases