

# PERSUASIVE WRITING

## WORDS & PHRASES MAT



### Fronted Adverbials

As previously stated,  
As you may be aware,  
Firstly, Secondly, Finally, etc.  
In addition to this,  
As I'm sure you'll agree,

### Casual Conjunctions

As a result,  
As well as...,  
Because of...,  
Consequently,  
Due to the fact that...,  
Furthermore,  
Therefore,

### Contrasting Conjunctions

Alternatively,  
Although...,  
Despite the fact that...,  
However,  
In contrast,

### Persuasive Writing Features

- **The rule of three:** use adjectives or phrases together, separated by commas.
- **Repetition:** repeat key phrases or points you want to get across.
- **Superlatives:** use words to express extremes, such as the worst or the most.
- **Emotive language:** use language to make the reader feel a certain way.
- **Exaggeration:** you can't lie but you can provide over the top descriptions to help the reader see how important the issue is.
- **Rhetorical questions:** use questions that don't need an answer but that will make the reader think carefully about what you've said.

### Useful Vocabulary

asthma, atmosphere, breathing, chemicals, children, citizen, clean, climate, companies, concerning, condition, contaminated, damaging, desperate, destroying, difficulties, environment, exhaling, exposure, factories, fossil fuels, fresh, fumes, future, gases, gasping, global, greenhouse gases, harmful, haze, health, illegal, inhaling, issue, killing, lungs, nature, ozone, particles, pesticides, planet, plants, poisonous, polluted, problematic, pure, respiratory, responsibility, smog, smoke, suffering, suffocating, toxic, uncontaminated, unsafe.