

Compositional Risks Specific to Persuasive Writing

ALLITERATION: Repetition of an initial consonant sound

Example: *Sweet Smell of Success*

ALLUSION: Reference that the author expects the reader to be familiar with

Example: *He is such a Romeo.*

BANDWAGON: Device used to make you follow the crowd without thinking

In other words: *Everyone else is doing it, so should you too.*

EMOTIONAL APPEAL: Words that are used to make the reader/audience react emotionally

Examples: *humor, anger, sad, fear, etc.*

HYPERBOLE: Exaggeration for effect

Example: *I could sleep for a year.*

IMAGERY: Writing that appeals to the five senses

Example: *The iced branches shed crystal shells.*

METAPHOR: A comparison of two unlike objects without using “like” or “as”

Example: *Education is the key.*

PERSONIFICATION: Giving human characteristics to nonhuman objects

Example: *The stuffed bear smiled as the little boy hugged him.*

QUOTES: Referencing another source for expert information.

Example: *According to a recent article in the New York Times, 58% of children drink cola.*

REPETITION: Words or phrases repeated over and over for emphasis

Example: *Martin Luther King Jr.’s “I have a dream” phrase*

RHETORICAL QUESTION: A question asked for the sake of emphasis or effect, but not for an answer

Example: *Do you really think students enjoy doing 8 hours of homework a night?*

SCENARIOS: A way of encouraging the reader to imagine what is happening.

Example: *Imagine walking into class, and not having a single material that you need.*

SIMILE: A comparison of two unlike objects using the words “like” or “as”

Example: *My love is like the melody that’s sweetly played in tune.*