TECHNIQUE	DEFINITION	EXAMPLE	EFFECT ON THE READER
***D**irect address*	Referring to the reader directly using the pronouns ‘we’ or ‘you’.	‘You need to do some revision.'	Engages the reader to read on as they feel that, by being addressed directly, the text is specifically for them.
***A**lliteration*	A group of words beginning with the same letter or sound.	‘Revision rules!'	Makes the text catchy – it sticks in the reader’s head.
***F**acts*	Something which can be proven to be true.	‘80% of teens perform better if they revise.'	Make the text seem authoritative, accurate and therefore believable.
***O**pinions*	A belief which cannot be proven to be true – someone’s own ideas.	‘People who don't revise are lazy.’	Sways the reader towards the writer’s viewpoint.
***R**hetorical Questions*	Any question in a piece of writing which does not require an answer.	‘Do you want to fail your exams?’	Engages the reader to read on as they feel that, by being addressed directly, the text is relevant to them.
***E**motive Language*	Words which elicit a powerful response.	‘Failing exams is painful and demoralising.’	Makes the topic of the text seem overly good or bad, depending on the purpose of the text.
***S**tatistics*	Numerical facts and data used to support a point.	‘8/10 students have tried to revise.’	Make the text seem authoritative, accurate and therefore believable.
***T**hree (rule of)*	Lists of three things in a sentence.	‘Revising is sensible, productive and smart.’	Makes the text catchy – it sticks in the reader’s head.