

# Language features of a **Persuasive text**

**present tense**

(e.g. are)

**paragraphs**

**connectives and conjunctions**  
(e.g. because, so)

**repeated words**

**powerful verbs**

(e.g. urge)

**rhetorical questions**

(e.g. How would you feel if this happened in your street?)

**single exclamation marks**

**strong adjectives**  
(e.g. disgraceful)

**exaggeration**  
(e.g. as large as a mountain)

**facts and statistics**

**emotive words**  
(e.g. disgusted)

**personal pronouns**  
(e.g. I, you, they, we)

Exercise:

Observe the ad below. Then answer the following questions. The answer will be discussed after. You may work in groups.

1. Why is the ad written in the present tense?
2. What is the purpose of the ad?
3. Who is the audience?
4. What words are repeated? Why?
5. List the powerful verbs from the ad.
6. What strong adjectives are used?
7. Are there any facts in the ad? If there are, explain and discuss it useful in the ad.
8. Are there any exaggerations in this ad.
9. What is the ad asking the reader to do?
10. List the emotive words used in this ad.
11. Do you think any information is missing in this ad and why?
12. When you read this ad, do you feel you need to adopt a dog? Why?



# Dear SEA Student,

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