

1

WHAT
is the writer
arguing?

2

HOW
is the writer
using
persuasive
techniques?

3

WHY
might the
writer have
chosen these
techniques for
their target
audience?

HOW

When writing an analysis paragraph or response, the second step is to identify and explain the persuasive techniques being used to present this point. Incorporate very brief relevant quotes as you write.

Word Bank for language effects

This

is intended to suggest

gives the impression
that

generates a sense that

indicates that

implies that

readers

the audience

viewers

listeners

should concede

are being
influenced to

are being
encouraged to

should act to

would benefit from