

# Analysing Argument

Year 10 English, Eaglehawk Secondary College

Remember, this is your handbook to VCE - it will provide you with everything you need to be successful.

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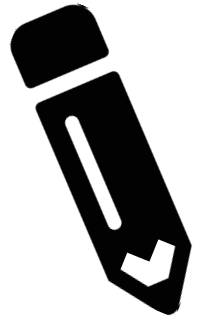
**WHAT**  
is the writer arguing?

**2**

**HOW**  
is the writer using persuasive techniques?

**3**

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



## ***PERSUASIVE TECHNIQUES***

Emotional Appeals

Anecdote

Analogy

Alliteration

Cliche

Emotive Language

Evidence

Graphs and Charts

Generalisation

Figurative Language

Exaggeration

Inclusive Language

Irony and Sarcasm

Puns

Reason and Logic

Repetition

Rhetorical Question

CURRENT ISSUES IN THE MEDIA