

Argue

Lists of three: Foxhunting is cruel, unnecessary and inhuman.

Questions: Would you like to be chased by a pack of hungry, savage dogs?

Emotive language: Defenceless foxes are torn and ripped apart.

Common sense: surely...obviously...clearly...of course...

Hyperboles/superlatives: Foxhunting is the cruellest 'sport' around.

Noun phrases: bloodthirsty sport.

Modal verbs: should, could, would.

Personal pronouns: you, we, us, our.

Facts and statistics: 78% of the UK agree that foxhunting should be banned.

Connectives to structure points: firstly, secondly, thirdly, finally.

Vary sentence openings: Every weekend fanatics prepare themselves for...

Complex sentences to insert information: Foxhunting, which is a tradition passed down through the generations, is...

Persuade

Lists of three: The hotel is luxurious, relaxing and full of charm.

Questions: Are you ready for some 'me-time'?

Emotive language: You deserve the best.

Common sense: surely, obviously, clearly, of course.

Hyperboles/Superlatives: Rooms are equipped with the softest beds and most relaxing pillows.

Noun phrases: well-equipped, state-of-the-art gyms.

Personal pronouns: you, we, us, our.

Facts and statistics: We are situated on 12 acres of Hampshire parkland.

Vary sentence openings: Situated in Somerset, Babington House...

Complex sentences to insert information: Our two award-winning restaurants, which feature locally-sourced produce, offer...