

Transactional Writing Persuasive Devices

Emerging:

Alliteration		Hyperbole	Tricolon	Statistics	Anecdote
close nonoccurrence of the same letter or sound		exaggeration	Three parallel words or phrases	Numbers	Personal stories
Imperative	Direct Address	Collective Pronoun	Rhetorical Questions		Emotive Language
authoritative command	using 'you'	'we', 'us', 'our'	Asking a question as a way of asserting a point		emotional language to move audience
Counter Argument	Expert Reference	Simile	Metaphor	Allusion	
opposing a contradictory point	Using a professional's quote	using "like " or "as"	Comparison made directly	Reference to a person, place or event	
Syntax	Prolepsis		Metanoia	Hypophora	Anaphora
Reordering words in sentences to place emphasis at the end	imagining an audience's response/objection		correcting yourself for emphasis	Asking a question before answering it yourself	Repetition of the same word or phrases in successive sentences
Climax	Extended Metaphor		Isocolon	Antithesis	Pun
a good-better-best structure	a drawn-out metaphor that can last several sentences		creating sentences with parallel structures	contrasting relationship between two ideas	a humorous play on words