# Exam Preparation Notes

## Features of Persuasive Writing

Persuasive writing should capture the reader's attention and convince them of your viewpoint. Key features include emotive language, repetition, rhetorical questions, statistics, humor, and addressing counterarguments.

## Essay Structure

An essay typically has an introduction with a thesis statement, body paragraphs each with a clear topic sentence, and a conclusion that summarizes the arguments. Organization can be chronological, by importance, or categorical.

## Types of Appeals

Effective arguments can include appeals to logic (logos), ethics (ethos), and emotion (pathos). These help to establish the writer's credibility, logically argue their point, and connect emotionally with the audience.

## Writing Cause and Effect Essays

State both cause and effect clearly, showing their relationship. Use transitions like 'because', 'therefore', and 'thus' to link ideas. Start with a well-known outcome or situation and analyze its causes and effects.

## The Rhetorical Situation

Understanding the rhetorical situation is crucial for effective writing. Consider the speaker's purpose, which could be to support a cause, promote change, or stimulate interest, among others.

## Organizing and Drafting Essays

Organize supporting details effectively to back up your claims. Drafting involves summarizing your main points and reaffirming your thesis in the conclusion.

## Comparative and Descriptive Essays

For comparative essays, maintain a consistent order when discussing different subjects. Descriptive essays should use vivid adjectives and verbs to bring the scene to life.