

## Phrases to use in language analysis

- This creates the impression that...
- This phrase has the effect of...
- The reader is made to feel as though...
- ...thus, the reader may be inclined to change his opinion/decision/position/view point
- ...thus, he is made to believe that...
- The writer is appealing to the reader's intelligence/ fear/sympathy ...
- The word \_\_\_\_\_ would make the reader feel...
- ... this created the impression that....
- The writer appeals to the reader's sense of justice as he is made to feel that...
- The reader would be swayed to reconsider his position....
- The writer hopes to sway us to agree with him/her that...
- This creates the effect of...
- Thus the writer appeals to the reader's sense of logic and will most likely sway the reader to reconsider his decision that...
- The repetition of the word... to strongly emphasise how/ that...
- The reader is persuaded to listen to the argument that...
- The writer appeals to the reader's sense of compassion for...
- The writer hopes to evoke sympathy and understanding for....
- The writer uses the phrase... to stress that ...
- ...this illustrates the absurdity and lack of logic in his/her reasoning...
- The writer ridicules this point of view and also appeals to our sense of justice by pointing out that...
- The rhetorical question is used to the reader agree with his/her logical viewpoint that...
- The writer uses inclusive language to make the reader feel that he is on the same side as him/her.
- The writer uses an appeal to self interest when he claims...
- The writer uses emotive words such as... to paint an extremely negative image of...in the reader's mind.
- This will arouse a...response from the reader as...
- The writer cites authoritative opinions to strengthen his/ her argument. The reader will feel that they should trust the expert's opinion as they must have a lot of knowledge on the subject. The reader will then be swayed more readily by the view that...
- By using inclusive language to enlist the support of the reader, the writer is trying to make the reader feel a sense of obligation to agree with the viewpoint that...
- ...the reader will then be inclined to support the claim that...
- The writer uses figurative language to try to convince the reader of the importance of...the reader is able to visualise ...
- By using a rhetorical question the writer is inviting agreement from the reader.
- ...the reader will totally support the writer as....
- The use of an analogy...
- Here the writer appeals to the reader's thoughts and feelings, by implying that...

- Through descriptive and imaginative choice of words, the writer attempts to create a scenario where the reader...
- The writer invites the reader to share the view that ...
- The reader will feel inclined to take the writer's side that....
- The reader would side with the writer's view that...
- Reader's will relate to this, as they...
- The writer uses powerful, angry and provocative words such as...to make the reader feel...
- The saying 'intelligent readers' the writer tries to make the reader feel that if they do not agree with him/her then they are not clever and not thoughtful. The reader feels ashamed of themselves if they disagree and is made to feel stupid. They fear not being thought of as smart, clever intelligent and thoughtful and thus agree with the reader that ...
- By playing to the reader's fear that .... the writer tries to persuade the reader that...and agree with the writer.
- Here, the writer is pleading to the writer's sympathy. The writer is trying to paint a picture in which ...
- Once the reader's sympathise with the... they will agree with the writer's view.
- The writer is trying to persuade the readers by praising them. He/she makes the reader feel good, as they are called 'intelligent', if they agree with him/her. Hence, the reader will agree with the writer that...
- The writer is trying to provoke fear within us when he/she says...
- With the use of this rhetorical question the writer is trying to make us sympathise with ...
- By using sarcasm, the presenter is implying that...
- By using... the writer is trying to make us feel resentful towards those people who....and therefore condemn their actions.
- The writer is using statistics to create an image in the reader's mind of how...
- By using the inclusive language 'we' and 'our' the reader is trying to involve us in the issue, and hence feel a responsibility towards...and therefore agree with him/her on the view that....