

# Writing body paragraphs for Language Analysis

The body of your analysis is made up of a series of paragraphs in which you identify how the various PGTs are portrayed by the author in terms of use of persuasive techniques and language, using examples (including quotations) from the text.

Here are some sample sentence starters for discussing several persuasive elements of a text in your body paragraphs:

## LANGUAGE STYLE

- The writer's use of a formal style and extensive research findings establishes her credentials...
- By addressing the audience informally, the writer establishes a sense of intimacy that...
- The fast-paced and colloquial style immediately draws the reader into...
- The writer uses a relaxed style and numerous familiar examples that position the audience to engage with...

## USING VISUAL MATERIAL

- The impact of the graph is...
- The photograph sends a clear message that...
- Placed prominently on the page, the photograph positions the reader to...
- The grim humour of the cartoon provokes a .... response that....
- The cartoon highlights ... through ...

## PERSUASIVE TECHNIQUES

- By introducing a controversial example, the writer positions us to...
- The use of colourful language predisposes us to...
- References to ... (experts/scientific findings/statistics) lend credibility to the writer's argument.
- The use of a stereotypical example contributes to the effect of...
- Highly emotive language, for example ....., influences us to accept...
- Through the repetition of the word/phrase .... the writer seeks to coerce the reader into believing that....
- With a series of rhetorical questions the author aims to appeal to....

- Having shown the advantages of his solution, the author briefly mentions the disadvantages, but dismisses them as...
- The writer flatters supporters of the idea by referring to them as...
- The connotations of the word/phrase... have the effect of...
- By relentlessly attacking the opposing viewpoint, the writer leads us to accept that...

## VOCABULARY TO LINK PARAGRAPHS

*To make a similar point...*

- Similarly...
- Likewise...
- In the same way...
- Equally...
- So too...

*To make an opposing point...*

- By contrast...
- On the other hand..
- However...
- In comparison...
- Whereas...

*To expand on a point...*

- Furthermore...
- Moreover...
- In addition...
- For example...
- For instance...

*To show a logical progression...*

- Therefore...
- As a result...
- Consequently...
- Thus...
- For this reason...