

Using effective words and phrases

It is useful to have a collection of words and phrases for presenting your language analysis. Often, these can help you to get started and structure your sentences. Use the suggestions in the sections below whenever you have to write or talk about the use of language to persuade.

Sentence starters that vary

Vary your word use at the beginnings of sentences. For example, 'the writer says ...' can be useful but if it is overused it has a negative impact on the overall quality of your writing. Avoid too many sentences that start with 'The'. This creates stilted writing, particularly in consecutive sentences. The sentence starters below offer a variety of ways to start sentences in a language analysis. They lead you into an analysis of language and not just a list of techniques.

