

Verbs for impact in your writing

Use these verbs to be very precise in describing the impact of certain word choices or persuasive techniques on the reader or audience. See if you can add more examples of your own.

Verb word bank

accentuate	define	inform	promote
allude to	dismiss	inspire	provoke
appeal to	emphasise	insult	rebut
belittle	encourage	intensify	recognise
cause	evoke	label	reflect
claim	foster a sense of	lead to	relate
condemn	generate	liken to	repeat
contend	highlight	mock	result in
continue	humiliate	persuade	reveal
contrast	include	pose	ridicule
convince	indicate	position	undermine
create	influence	praise	underpin

Writing about persuasive techniques

This table contains words and phrases for writing or speaking about how language can influence the reader or audience. It uses some of the verbs from the previous table and shows how they could be used in a phrase.

The writer ...	The reader ...	The persuasive technique ...
evokes the reader's sense of outrage by ...	is encouraged to feel ...	persuades the reader to ...
creates a negative response by ...	is positioned to share the writer's opinion by ...	elicits the reader's sympathy by ...
directly proposes a solution to ...	is provoked to anger by ...	appeals to the reader's sense of ...
uses emotive language to ...	is included in the debate by ...	encourages the reader to believe ...
exaggerates the situation in order to ...	is intended to ...	ensures the reader's support by ...

Sample annotated language analysis

Use the following fully worked example as a model for your own work.

This section is in two parts:

- a piece of persuasive writing (an opinion piece)
- an annotated sample analysis of how the writer uses language to present a point of view.