

Technique	Description
RHETORICAL QUESTION	A question designed to make the reader think; doesn't need an answer
TRIPLES	To repeat an idea or image three times, usually in a slightly different way
OPINION AS FACT	To present beliefs as if they are factual truths
SUPERLATIVE	Adjective to imply the highest or lowest quality
EMOTIVE LANGUAGE	Words and phrases to make the reader feel something
PRONOUNS	Refers to people to identify the reader/writer relationship
FLATTERY	Saying nice things about the reader to get them on your side