

Verbs which describe what the writer is doing:

admits	claims	criticises	develops	explains
stresses	argues	complains	elicits	implies
pleads	sympathises	asserts	contends	confronts
evokes	maintains	reasons	urges	portrays

Verbal phrases which suggest the writer's intention:

further strengthens his stance by...	casts a dark cloud over.....
expresses his open disgust.....	appeals to the reader's desire to be part of.....
presents the problem as.....	evokes fear, sympathy.....
highly sensationalised.....	rouses emotions.....
launches an attack on.....	adds credibility to.....
agrees with.....	'we' inclusive approach, includes the reader
to support his view.....	this influences the reader into believing
incites ideas of.....	that.....
sarcastically and quite cynically states.....	the article adds credibility to its arguments with
attempts to influence the reader by.....	reference to.....
his intention is clearly to criticise.....	

Linking words:

consequently	thus	contrary to	although
in addition	however	in contrast with	but
furthermore	therefore	similarly	despite

Persuasive Devices:

Alliteration – 'running riot' – same letter, attracts attention	statistics
Metaphor – comparison, one thing in terms of another – 'king of radio'	rhetorical questions
Anecdotes, examples, case studies	repetition
Writer's position – adds to the credibility	generalisation
Use of expert authorities – adds credibility	exaggeration
Attacking opponent - mudslinging	sarcasm, satire
Colloquial language – gets the reader on side	

Words which describe 'tone':

respectful	forgiving	cheerful	worried	chauvinistic	confidential	resigned
guarded	sarcastic	accusing	deferential	angry	apologetic	ingratiating
sensitive	commanding	sincere	supportive	outraged	pessimistic	anxious
vindictive	reasonable	tolerant	facetious	resentful	passionate	mocking
critical	disappointed	concerned	cautious	neutral	magnanimous	arrogant
authoritative	admiring	complaining	alarmist	fearful	detached	aloof
pious	bored	confident	pleading	prophetic	conservative	nostalgic