

Persuasive and Emotive Language

Positive		Negative	
High modality: must, have to, should		High modality: must not, have to, should not, never	
Commands: Write, Do, Take action, Stop, Discover			
Accurate	Magic	Abolish	Never
Advantage	Magnificent	Aggravate	Offend
Always	Miracle	Agony	Ordeal
Announcing	Most	Appalled	Outrageousness
Bargain	Most Important	Atrocious	Produces disastrous results
Beseech	New	Awful	Provoke
Best	Now	Careless	Repulsive
Certain	Popular	Confusing	Scandal
Certainly	Profitable	Corrupting	Severe
Confident	Proven	Cruel	Shameful
Convenient	Quick	Damaging	Shocking
Definitely	Remarkable	Deplorable	Spells the death of ...
Delighted	Results	Disadvantages	Strongly disagree
Easy	Revolutionary	Disastrous	Terrible
Ecstatic	Safe	Disgusted	Tragic
Effective	Save	Displeased	Unreliable
Emphasise	Sensational	Dreadful	Unstable
Entreat	Should	Dreadful	Wicked
Extremely	Startling	Eliminate	
Expect	Strongly agree/ recommend	Harmful	
Freedom	Strongly suggest	Harsh	
Good	Superb	Heaven forbid	
Guaranteed	Superior	Horrible	
Health	Tremendous	Inconsiderate	
Highly effective/ likely	Truly	Inferior	
Implore	Trustworthy	Insensitive	
Improvement	Urge	Irritate	
Interesting	Very		
Introducing	Wanted		
Investment	Workable		
	Worthwhile		

Vocabulary to improve extended responses

Compare	Contrast
... akin to....	At the same time
All the same	But
Also	Contrastingly,
... analogous to...	Conversely
As well	Despite
.... comparable to.... different to...
Equally	... distinguishes itself from...
Furthermore	For all that
Just as..., so too ...	However
In addition	In contrast,
In a similar way, is not... Rather
In like manner	Nonetheless
Like...	... nothing like...
Likewise	Notwithstanding
... parallels	On the contrary,
... mirrors	On the other hand,
Moreover	There is a difference/ gap/ dis-
... reflects	inction/ disparity between...
... same as...	Though
Similarly,	Unlike...
Still	Yet
Too	

Other words for 'shows'	Other words for 'emphasises'	Other evaluative terms
conveys	accentuates	achieves
demonstrates	amplifies	affects
depicts	focuses	engages
describes	highlights	creates
displays	reinforces	illustrates
explores	strengthens	implies
expresses	supports	proves
indicates		resolves
means		uses
presents		
reflects		
represents		
reveals		
suggests		
symbolises		

Other ways of writing "creates a feeling of..."

conveys a sense of creates a sense of
emphasises (makes stronger) her feeling of
engenders (brings about) a feeling of
evokes (brings up)a feeling of
generates a feeling of
highlights her feeling of
portrays (shows) a feeling of
suggests that

Explaining ideas	Putting ideas in order	Cause and effect	Concluding words
As already stated For example For instance In other words Namely Such as That is	Afterwards Finally Firstly Further Importantly Ini- tially Lastly Later Most Next Secondly Then	As a result Consequently For For that reason Hence So Therefore Thus	All in all... All this evidence points to... All this leads to... All this suggests that... Consequently Finally In conclusion This results in To sum up