Analysing argument and persuasive language: suggested essay structure

Introduction:

- Introduce the issue
- Introduce the text; its author, its context, its audience
- State the contention of the text (the overall argument)
- Make a comment on tone, if possible

Body (x 3 paragraphs):

- Start each body paragraph by identifying a main argument in the text and/or an appeal
- Continue the paragraph by explaining how the main argument and/or appeal is achieved
- Provide examples and evidence of the persuasive language that the author uses to achieve their argument/appeal
- Join examples with linking words or phrases: “in a similar way”/“in addition to”/“contrastingly, the author uses” etc
- Conclude the paragraph by explaining the intended effects of the argument and/or language upon the audience/reader (how are they meant to think/feel/act?)

Conclusion:

- Reaffirm the contention and main arguments of the text
- Reiterate the key appeals and/or values in the text
- DO NOT mention specific language devices (e.g. rhetorical questions or use of statistics)
- DO NOT write “in conclusion”