Argument Writers Use Techniques Such As...
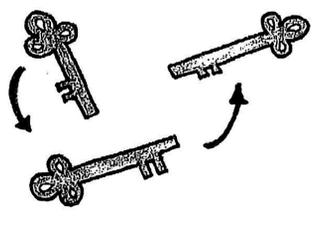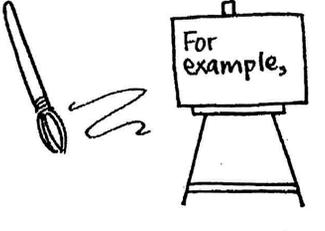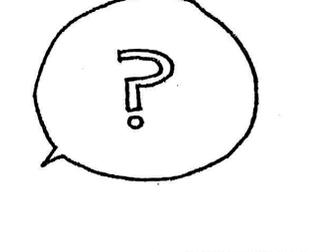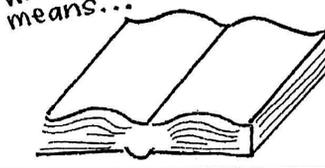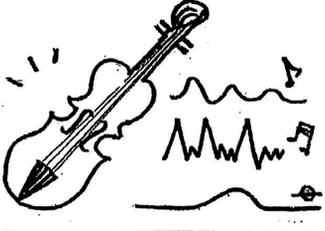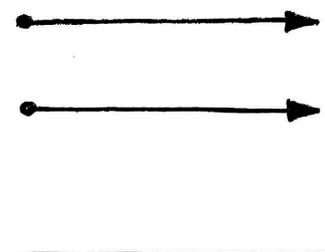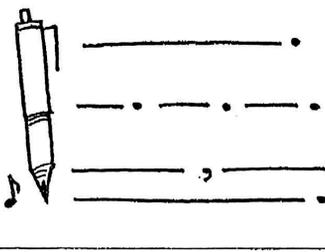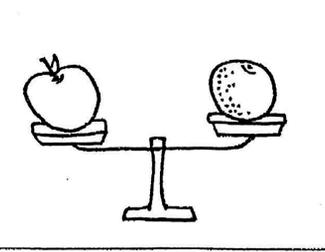
Including personal stories and anecdotes	Repeating key terms or phrases	Giving examples to illustrate their point
Bringing in expert opinions and quotes	Addressing readers/listeners directly and asking them to reflect on their own experiences	Asking questions
Defining key terms and including technical vocabulary or terminology	Being deliberate about tone or changes in tone	Using parallelism
Varying sentence rhythms	Making comparisons or connections	Incorporating humor, when appropriate