Argument Analysis: Alliteration

Alliteration is when a writer uses a series of words that begin with the same letter or sound. In persuasive writing, alliteration is often used to emphasise a particular phrase or idea

Because it's memorable, you will frequently find alliteration in brand names and advertising copy. Many of the cliches that have worked their way into our everyday speech are also alliterative: the grass is always greener; a bee in your bonnet; a labour of love; a sight for sore eyes; another day, another dollar.

Because alliteration is memorable and catchy, writers often use alliteration to emphasis those words, phrases or ideas that they want to linger in their readers' minds.

Alliteration in action

Activity: Read the following letter to the editor and identify persuasive techniques, including alliteration, and explain the effect they may have on the intended audience.

Fairer funding for schools

Australia's education system is increasingly inequitable. Last year, 75% of all federal funding went directly to private schools. Our private schools receive, on average, $10,000 per student on top of the often exorbitant fees paid by parents.

It doesn't take a genius to see that our funding system desperately needs an overhaul.

In Finland, which has frequently topped international rankings like the Program for International Student Assessment (PISA), private schools simply don't exist. While I'm not suggesting we ban blazers and egregious entitlement (although, that would be a good place to start), it makes sense that a significant chunk of federal funding should find its way to the 60% of Australian students enrolled in our public schools.

When it comes down to it, fair funding means a better, brighter future for all of our children.

George Reed, Ringwood.

Argument Analysis: Fairer funding for schools

Read the article 'Fairer funding for schools'. Identify the issue, contention, audience and tone of the piece. Identify the persuasive techniques in the piece and explain the effect the are intended to have on the audience.

Issue: _____

Contention: _____

Audience: _____

Tone: _____

#	Technique	Effect
1		
2		
3		
4		
5		
6		
7		
8		