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| Audience:   * Who is being influenced |  |
| Purpose:   * Promote a viewpoint * Sell a product or person |  |
| Structure:   * Introduction * Reasons * Conclusion or Concluding Statement * Rebuttal |  |
| Language:   * Direct * Emmotive * Opinions as facts * High modality/wow/ * strong,powerful words |  |
| Style:   * Advert * Poster * Editorial * Pamphlet/leaflet |  |