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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
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