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| To convey formality and stimulate debate in the reader |
| What? | Involve the reader and make them question different possibilities |
| How? | use of questions; setting out both arguments clearly |
| Example |  |
| What? | Present a believable and informed argument |
| How? | use statistics; use technical vocabulary |
| Example |  |
| What? | Present an unbiased argument |
| How? | don't involve yourself or use your own opinion during the main part |
| Example |  |
| What? | Lead the reader through arguments and counter-arguments fluently |
| How? | introduction to set up the discussion; use of adverbial phrases and conjnctions |
| Example |  |