

## Persuasive devices:

**Emotive language:** the use of judgemental adjectives such as foul and ugly and phrases that have an emotional impact, like 'serious illnesses such as cancer' make the writer's opinions clear and help to persuade the reader to agree with her.

**Appropriate factual language:** the writer has included a range of relevant facts to support the thesis and add weight to her argument.

**Authoritative tone:** The combination of relevant facts to support the thesis and strong and effective emotive language create an authoritative tone. This writer is sure of what she is saying and effectively persuades her reader to agree with her.

In the 21st century, there are too many cars on Sydney's roads and therefore motorists should be discouraged from driving in the centre of Sydney. Cars pollute the air causing health problems and environmental damage.

The fumes emitted by cars make the air foul and this polluted air can cause respiratory illnesses such as asthma. Air pollution has also been linked to serious illnesses such as cancer. If people are ill, they cannot work and therefore this leads to a loss of productivity. Also, when air quality is poor and many people become ill, our hospitals become overburdened and at times are forced to close their Casualty wards.

Car fumes also contribute to environmental damage. Plants and trees suffer as a result, and buildings and homes are damaged. This can lead to ugly discolouring of stonework or expensive cleaning and restoration work, especially of historic buildings, having to be carried out.

Car emissions increase the carbon dioxide levels in the air. Since CO<sub>2</sub> is a greenhouse gas, this contributes to global warming which is having a devastating effect on our planet.

The high volume of traffic leads to congestion of our city streets. This makes city driving very frustrating for motorists, and the stress can lead to health problems such as heart attacks.

Traffic congestion makes it hard for pedestrians to cross the street and can lead to people being hit by cars and injured or even killed. It also makes cycling difficult and dangerous.

Traffic congestion makes it difficult for buses to run on time as they are often held up. It also means that emergency vehicles such as ambulances and fire engines are not able to reach their destinations quickly and human life may be endangered as a result.

To discourage the use of cars in central Sydney, drivers could be charged for using the city's roads. A congestion tax charged to motorists in central London has greatly reduced the amount of cars on the roads. This has led to significant reductions in CO<sub>2</sub> and other air

pollutants, **greater safety** for pedestrians and cyclists, and **improved reliability** of the central London bus network.

It is **imperative** that steps are taken as soon as possible to reduce the amount of traffic on Sydney's roads. Charging motorists to use the roads has been proven to **effectively reduce** traffic congestion in London, and its implementation in Sydney would provide an **efficient and cost-effective** way to reduce traffic in the CBD.