

Year 7: Non-fiction “A Call to Action”

What is non-fiction?			Persuasive Techniques		Discourse Markers	
Genre	What are you being asked to write?	<ul style="list-style-type: none"> • Article • Letter • Speech 	Alliteration & anecdotes		Position At the start Firstly Secondly Thirdly Next Meanwhile Subsequently Finally In conclusion	Addition Furthermore Additionally In addition As well as
Audience	Who are you writing for?	<ul style="list-style-type: none"> • Age • Formality • Gender 	Facts			
Purpose	What are you trying to achieve?	<ul style="list-style-type: none"> • Persuade • Inform 	Opinions			
			Repetition rhetorical questions reader (address the)			
			Emotive language and exaggeration			
			Statistics			
			Threes (rule of three)			

Article
<ul style="list-style-type: none"> • Headline and Strapline • Introduction to create interest – (include who, what, where, when, how and why?) • 3-4 middle paragraphs • Short but effective conclusion • Lively style • Persuasive techniques

Letter
<ul style="list-style-type: none"> • Address and date in the top right of the page • Address of the person you are writing to on the left. • Dear Mrs Fletcher = yours sincerely or Dear Sir/Madam. = yours faithfully • Short introductory paragraph • 3-4 middle paragraphs • Concluding paragraph summarising ideas.

Speech
<ul style="list-style-type: none"> • Think about the GAP • Open with a welcome/greeting – e.g. ‘Good afternoon ladies and gentlemen’ or ‘Fellow classmates’ • Outline what the speech will be about: ‘I will talk to you about...’ • Make 3/4 key points and expand on them. • Conclusion to summarise ideas • End acknowledging the audience: ‘Thank you for listening.’ • Persuasive techniques