

Year 8: Non-fiction “A Call to Action”

What is non-fiction?			Persuasive Techniques		Review	Discourse Markers			
Genre	What are you being asked to write?	<ul style="list-style-type: none"> • Article • Letter • Speech • Pitch • Review 	Alliteration & anecdotes		<ul style="list-style-type: none"> • Headline/title • Introduction / overview • Opinions > Justification • positives and negatives • Conclusion to summarise ideas • recommendation • Clear opinion • Lively and engaging • Persuasive techniques 	Position			
Audience	Who are you writing for?	<ul style="list-style-type: none"> • Age • Formality • Gender • Interests • Occupation 	Facts			<ul style="list-style-type: none"> • At the start • Firstly • Secondly • Thirdly • Next • Meanwhile • Subsequently • Finally • In conclusion 	Addition		
Purpose	What are you trying to achieve?	<ul style="list-style-type: none"> • Persuade • Inform • Advise 	Opinions				<ul style="list-style-type: none"> • Furthermore • Additionally • In addition • As well as 	Contrast	
			Repetition rhetorical questions reader (address the)			<ul style="list-style-type: none"> • Although • Whereas • Otherwise • Alternatively • Nevertheless 			
			Emotive language and exaggeration						
			Statistics						
			Threes (rule of three)						
Speech			Article		Letter		Leaflet		
<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 			<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 		<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. 		<ul style="list-style-type: none"> • Headings • Subheadings • Lively and Engaging • Connotations • Logos/pictures • Persuasive techniques 		