

Autumn 2 Discovery Year 8 Literacy Persuasive Techniques Knowledge Organiser

Before you start writing think about the GAPS!

Genre – what are you being asked to write?

Audience – who are you writing for?

Purpose – what are you trying to achieve?

Style – formal or informal?

Genre

- Advert
- Leaflet
- Letter
- Review
- Speech

Key features of each genre



Adverts

- Headline
- Introduction to create interest – (include who, what, where, when, how and why?)
- 3-4 middle paragraphs
- Short but effective conclusion
- Lively style
- AFOREST techniques

Leaflet

- Present information so it is easy to find using headings and sub-headings
- Lively and engaging
- AFOREST techniques

Letter

- 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.

Review

- Introductory paragraph stating what is being reviewed and provide an overview of film/product.
- Middle paragraphs provide positives and negatives.
- Conclusion to summarise ideas and give a recommendation
- Make your opinion clear
- Lively and engaging
- AFOREST techniques

Speech

- Think about the GAPS
- 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.'
- AFOREST techniques

How to vary your sentence starters

- Adjective (rule of three)
- Adverb
- Connective
- Preposition
- Simile

Persuasive Language

Alliteration & anecdotes

Facts

Opinions

Repetition, rhetorical questions, reader (direct address)

Emotive language and exaggeration

Statistics

Threes (rule of three)

Connectives/Position

- At the start
- Firstly
- Secondly
- Thirdly
- Next
- Meanwhile
- Subsequently
- Finally
- In conclusion

Emphasis

- Importantly
- Significantly
- In particular

Addition

- Furthermore
- Additionally
- In addition
- As well as

Contrast

- Although
- Whereas
- Otherwise
- Alternatively
- Nevertheless

Finding out:

Choose a genre to explore. Use AFOREST techniques. Vary your sentence starters. Use connectives to link ideas.

Purpose

- Persuade
- Argue
- Advise
- Inform