Year 9: Non-fiction "A Call to Action"

What is non-fiction?

Genre	What are you being asked to write?	• Article • Letter • Speech • Pitch • Review
Audience	Who are you writing for?	• Age • Formality • Gender • Interests • Occupation
Purpose	What are you trying to achieve?	• Persuade • Inform • Advise • Argue

Persuasive Techniques

Imperative verbs	Repetition
Alliteration	Emotive lang./ expert opinion
Modal verbs	Statistics
Appeal	Triplets
Figurative lang.	Exaggeration
Opinion	Rhetorical Q.

Stretch yourself

Take a bold standpoint: hook / tone / style

Also consider cohesive devices:
adverbials
pronouns
Reference chains
Synonyms
Rhetorical questions
Discourse markers

Discourse Markers

Position	Addition
At the start Firstly Secondly Thirdly Next Meanwhile Subsequently Finally In conclusion	Furthermore Additionally In addition As well as
Emphasis	**Contrast**
Importantly Significantly In particular	Although Whereas Otherwise Alternatively Nevertheless

Speech
- 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

Article
- 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
- 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.

Leaflet
- Headings
- Subheadings
- Lively and Engaging
- Connotations
- Logos / pictures
- Persuasive techniques

Review
- Headline/title
- Introduction / overview
- Opinions > Justification
- positives and negatives
- Conclusion to summarise ideas
- recommendation
- Clear opinion
- Lively and engaging
- Persuasive techniques