Persuasive Language
Alliteration & anecdotes
Facts
Opinions
Repetition, rhetorical questions, reader (direct address)
Emotive language and exaggeration
Statistics
Threes (rule of three)

How to vary your sentence starts
Adjective (rule of three)
Adverb
Connective
Preposition
Simile

Key features of each genre

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?

Resourcefulness:
Questioning and making links –
What questions would you ask the designers of some adverts about how they got their ideas?
Can you notice any similarities between some advertisements you watch?

Connectives/Position

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

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

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

Purpose
Persuade
Argue
Advise
Inform

Finding out:

Choose a genre to explore. Use AFOREST techniques. Vary your sentence starters. Use connective to link ideas
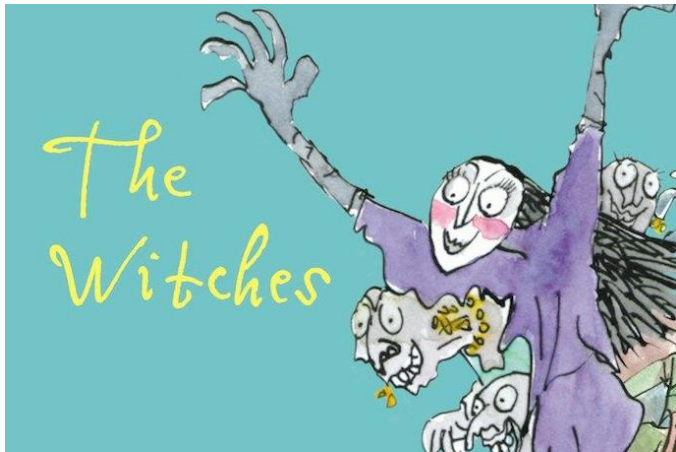
Genre
Advert
Leaflet
Letter
Review
Speech

Resourcefulness:
Imagining and reasoning -
How would you improve the advert?
You have been appointed by an advertising agency – explain some of your ideas to advertise and sell your favourite product.

Exmouth Community College
ACADEMY TRUST

Witches

When you think about witches, do you imagine the kind that you see on Halloween - the kind with pointy black hats, long black dresses, long fingernails, striped stockings, and warts on their noses? Well, in The Witches, by Roald Dahl, the witches are even scarier. That's because you don't know who they are. The witches in this novel wear dresses and makeup, and with their disguises they don't look anything like you'd picture a witch to be. You never know when you might meet one!

PEE Paragraphing

P point	Sum up the main the point your are going to talk about
E evidence	Provide evidence for the point you are making
E explanation	What is the point of the your quote and what arer you trying to mean by it?

Characters – there are a few main characters in The Witches

A seven-year-old boy, who is our narrator. He tells us the story, but we never find out his name. He later saves the day by killing all the witches in England.
Grandmamma: the boy's grandmother took him in after his parents dies, and she loves to tell stories.
The Grand High Witch, who is the antagonist of the story and the ruler of the witches. An antagonist is the bad guy, villain or enemy of a story.
Bruno Jenkins is a little boy who gets turned into a mouse by the witches at the witch meeting.
A witch that the boy sees at his house.
The manager of the hotel, Mr Stringer.
The waiter, William
Various other witches
Mr Jenkins, Bruno's dad, who isn't very nice.
Mrs Jenkins, Bruno's mum, who doesn't like mice.
A chambermaid, who reports the boy for having a pet mouse.
Other background characters like the cook, taxi driver and other children who disappear because of the witches.

Writing character analysis:
Character Name: **The Grand High Witch**

- *Physical Description*: At first, the Grand High Witch is described as young and beautiful with great style. However, once she takes off her mask, she is described as atrocious looking and hideous. For example, her appearance is even described as "worm-eaten."
- *Static or Dynamic character*? Since the Grand High Witch doesn't undergo any significant changes in character, she is a static character. She remains evil throughout the book, and her personality or characteristics don't change.
- *An internal or external conflict that the character faces:* The Grand High Witch faces an external conflict when she and the other witches are turned into mice.
- *Character Strengths:* The Grand High Witch is a natural leader. She may be evil, but she knows how to command attention and respect.
- *Character Weaknesses:* The Grand High Witch underestimates the narrator and Bruno. This is a weakness that eventually led to her demise. Her other weaknesses include a lack of empathy and ruthless behaviour.