

## Year 9: Non-fiction “A Call to Action”

What is non-fiction?			Persuasive Techniques		Stretch yourself	Discourse Markers	
<b>Genre</b>	What are you being asked to write?	<ul style="list-style-type: none"> <li>• Article</li> <li>• Letter</li> <li>• Speech</li> <li>• Pitch</li> <li>• Review</li> </ul>	<i>Imperative verbs</i>	<i>Repetition</i>	<p><b>Take a bold standpoint:</b> hook / tone / style</p> <p><b>Also consider cohesive devices:</b></p> <ul style="list-style-type: none"> <li>adverbials</li> <li>pronouns</li> <li>Reference chains</li> <li>Synonyms</li> <li>Rhetorical questions</li> <li>Discourse markers</li> </ul>	<b>Position</b>	<b>Addition</b>
<b>Audience</b>	Who are you writing for?	<ul style="list-style-type: none"> <li>• Age</li> <li>• Formality</li> <li>• Gender</li> <li>• Interests</li> <li>• Occupation</li> </ul>	<i>Alliteration</i>	Emotive lang./ expert opinion		At the start	<ul style="list-style-type: none"> <li>Furthermore</li> <li>Additionally</li> <li>In addition</li> <li>As well as</li> </ul>
<b>Purpose</b>	What are you trying to achieve?	<ul style="list-style-type: none"> <li>• Persuade</li> <li>• Inform</li> <li>• Advise</li> <li>• Argue</li> </ul>	<i>Modal verbs</i>	Statistics		Firstly	
			<i>Appeal</i>	Triplets		Secondly	
			<i>Figurative lang.</i>	Exaggeration		Thirdly	
			<i>Opinion</i>	Rhetorical Q.		Next	
					Meanwhile	<b>Emphasis</b>	<b>Contrast</b>
					Reference chains	Importantly	Although
					Synonyms	Significantly	Whereas
					Rhetorical questions	In particular	Otherwise
					Discourse markers		Alternatively
							Nevertheless

  

Speech	Article	Letter	Leaflet	Review
<ul style="list-style-type: none"> <li>• Think about the GAP</li> <li>• Open with a welcome/greeting – e.g. ‘Good afternoon ladies and gentlemen’ or ‘Fellow classmates’</li> <li>• Outline what the speech will be about: ‘I will talk to you about...’</li> <li>• Make 3/4 key points and expand on them.</li> <li>• Conclusion to summarise ideas</li> <li>• End acknowledging the audience: ‘Thank you for listening.’</li> <li>• Persuasive techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Headline and Strapline</li> <li>• Introduction to create interest – (include who, what, where, when, how and why?)</li> <li>• 3-4 middle paragraphs</li> <li>• Short but effective conclusion</li> <li>• Lively style</li> <li>• Persuasive techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Address and date in the top right of the page</li> <li>• Address of the person you are writing to on the left.</li> <li>• Dear Mrs Fletcher = yours sincerely or Dear Sir/Madam. = yours faithfully</li> <li>• Short introductory paragraph</li> <li>• 3-4 middle paragraphs</li> <li>• Concluding paragraph summarising ideas.</li> </ul>	<ul style="list-style-type: none"> <li>• Headings</li> <li>• Subheadings</li> <li>• Lively and Engaging</li> <li>• Connotations</li> <li>• Logos / pictures</li> <li>• Persuasive techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Headline/title</li> <li>• Introduction / overview</li> <li>• Opinions &gt; Justification</li> <li>• positives and negatives</li> <li>• Conclusion to summarise ideas</li> <li>• recommendation</li> <li>• Clear opinion</li> <li>• Lively and engaging</li> <li>• Persuasive techniques</li> </ul>