

Year 9: Non-fiction "Campaign for Change" Writing Knowledge

What is non-fiction?		
Genre	What are you being asked to write?	<ul style="list-style-type: none"> • Article • Letter • Speech • Pitch • Review
Audience	Who are you writing for?	<ul style="list-style-type: none"> • Age • Formality • Gender • Interests • Occupation
Purpose	What are you trying to achieve?	<ul style="list-style-type: none"> • Persuade • Inform • Advise • Argue

Persuasive Techniques	
<i>Imperative verbs</i>	<i>Repetition</i>
<i>Alliteration</i>	Emotive lang./ expert opinion
<i>Modal verbs</i>	Statistics
<i>Appeal</i>	Triplets
<i>Figurative lang.</i>	Exaggeration
<i>Opinion</i>	Rhetorical Q.

Stretch yourself
<p>Take a bold standpoint: hook / tone / style</p> <p>Also consider cohesive devices: adverbials pronouns Reference chains Synonyms Rhetorical questions Discourse markers</p>

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

Speech
<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

Article
<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

Letter
<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.

Leaflet
<ul style="list-style-type: none"> • Headings • Subheadings • Lively and Engaging • Connotations • Logos / pictures • Persuasive techniques

Review
<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