

Year 9: Non-fiction “Campaign for Change” Reading Knowledge

| What is non-fiction? | | |
|----------------------|---|---|
| Genre | What is the document? | <ul style="list-style-type: none"> • Article • Letter • Speech • Pitch • Review |
| Audience | Who is the document for? | <ul style="list-style-type: none"> • Age • Formality • Gender • Interests • Occupation |
| Purpose | What is the document 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. |

| Information | |
|-----------------|---|
| Explicit | Information that is stated clearly and in detail, leaving no room for confusion or doubt. |
| Implicit | Information that is indirectly suggested but not clearly stated. An inference made about available information. |



ETHOS

Using character, credibility and ethics to persuade



PATHOS

Using emotions and passion to persuade



LOGOS

Using logical reasoning and evidence to persuade

Key Vocabulary

| | | | |
|------------------|--|----------------------|--|
| Anecdote | A short story which backs up a particular viewpoint, idea or thought. | Comparative | Adjectives which usually end in ‘er’ and compare two ideas/nouns. |
| Bias | A one-sided opinion / point of view. Allowing personal opinions to influence your judgment in an unfair way. | Superlative | Adjectives which usually end in ‘est’ and compare ideas and nouns to the highest degree. |
| Hyperbole | Words or phrases which over-emphasise a thought or idea. | Juxtaposition | Two contrasting thoughts or ideas |