

1. Persuasive Techniques			2. Organisation and Punctuation	
1. Pathos		Pathos appeals to the emotions, trying to make the audience feel an emotional reaction e.g. anger or sympathy. The inclusion of rhetorical questions, lists of three, direct address and repetition may build pathos.	Paragraphing	You should always start a new paragraph if you a moving onto to a new topic or idea; changing the location or time of your writing; or a new character begins to speak. You may also opt to use a new paragraph to emphasise something for dramatic effect or enforce a pause.
2. Ethos		Ethos appeals to the speaker's status or authority, making the audience more likely to trust them. The inclusion of personal anecdotes or expert opinions may build ethos.		Cohesion
3. Logos		Logos appeals to the audience's reason, building up logical arguments. The inclusion of facts and statistics often build logos.	Motif	
4. Person Anecdote	A short story or example from the writer's life which is amusing or relevant. When using an anecdote embody the voice of an adult unless the task specifically calls for a child's perspective.	Semi-Colon (;)		The most common use of a semicolon is to join two independent clauses instead of suing an conjunction like 'and'. A semicolon can also be used to separate items in a list e.g. 'Dickens wrote achilles; political pamphlets; novels; short stories and personal diaries'
5. List of three	"Life, liberty, and the pursuit of happiness" . Listing or grouping ideas into a lost of three is psychologically proven to be more memorable, impactful and persuasive.			
6.. Repetition	Using the same idea, word or phrase more than once in a piece of writing. This might be in quick succession or circling back to an idea at the end of a text that you first used at the beginning.			
7.. Direct Address	Using pronouns to address the reader personally and include and involve them in your argument. This may be directive e.g. "You can make a difference" or inclusive e.g. "together, we can make a difference"			
3. Varied sentence structures			6.. Creative Writing	
ISPACE	'Ing' verb sentence starter- "Having all but given up, she opened the door and left" Simile sentence starter- "As rhythmic as a heartbeat, the market hummed" Preposition sentence starter- "beyond the horizon, day made way to night" Adverb sentence starter- "tentatively, he reached for her hand" Connective sentence starter-"Although he was in a crowd, he felt truly alone" 'Ed' adjective sentence starter- "Exhausted, she continued on"		Description	A description focuses on imagery, sensory language and creating a vivid picture for the reader to imagine. There is little in the way of plot as it is more a snapshot of a moment focused on a single time and/or place .
			Narrative/Story	A narrative is driven by plot. There is a clear beginning, middle and end and these plot points may move through time and/or place . A narrative may include dialogue between characters.
			7. Transactional Writing	
			Article	An article is usually written for media publication . It will often have a headline and subheading . Articles are designed for public consumption- there is an intended audience.
			Diary	Diaries are private texts.They are usually written in first person and have no real or intended audience. They often explore person and emotive ideas.
Write like an expert and use one of these Broadsheet style headline formats	'It's time'- "It's time to move on from this overblown commemorations of war" 'Why' - "Why i'm sitting in a box blocking the entrance to BP's headquarters" 'Lets' - "Let's stop pretending exercise is fun. Like work you've just got to do it" Rhetorical Question- "Can the working from home model survice the energy crisis?" Colon- "It;s not just Covid: the triple threat that could overwhelm the NHS this winter"		Letter	Letters may be common sources for 19th Century texts as this was a major form of communication. Letters are personal but speak to a small audience that is generally connect to the reader.
			Letter to the Editor	Readers may submit letters to the editor of media publications. These letters are usually highly opinionated and may discuss their view on an article that has been published or may be urging the publication to address a specific issue.
			Essay	Generally an essay discusses the writer's own opinions by presenting evidence and forming a conclusive argument. Before you start an essay you should ask yourself 'what is my overall thesis argument?'
			Speech	The purpose of a speech is often to argue or persuade . Speech will directly address the audience through the use of pronouns e.g 'Each of you can make a difference'. Linguistic devices may be used to generate a call to action in those who are listening. See yellow box.
			5. Closing a speech effectively	
When you are closing a speech include the follwing	An appeal to emotion 'pathos'-repetition/emotive language A call to action- imperative verbs Summarise the purpose of your speech/article/letter A connection with the audience/reader - personal pronouns/rhetorical questions Make it clear you have finished- sign off in the traditional way for the form of your writing			

Language Techniques		2.	
Analysing Language	When you are analysing the language of a text you are considering	Infer	Look at the information you have been given and decipher further meaning behind the words presented. Consider the information that you are not begging directly told but you can logically assume to be likely.
1. Metaphor	A figure of speech where a word or phrase (that ordinarily means one thing) is used to describe another, therefore making a direct comparison.	Analyse	To look closely at part or parts of the text. Through this close consideration you consider what the writer decided to do and what impact this has on the reader.
2. Smilie	A comparison of two different things, with the help of the words 'like' or 'as'.	Summarising the differences	When you are summarising you need to ensure you are using quotations from the text as evidence . Look for specific differences that are connected across both sources. A summary does not require you to analyse language but you should make detailed inference . Use comparison connectives (e.g. Likewise, similarly, on the other hand, in contrast.)
3. Personification (zoomorphism)	When a human characteristic is given to an inanimate object or an object without conscious thought.		
4. Alliteration	When the first letter or sound of a sequence of words is repeated.		
5. Pathetic Fallacy	When the weather or environment reflects the mood of the character(s) and/or situation.	Comparing how writers have conveyed their perspectives	Use comparison connectives (e.g. Likewise, similarly, on the other hand, in contrast)to explain the differing points of view by time or place of the writers. You should select quotation that specifical show how the writers feel and as a result your should be able to comment on the writer's tone .
6. Hyperbole	Using extreme exaggeration for emphasis or effect.		
7. Semantic Field	A theme, tone or feeling that is created by using words which relate to each other.	Evaluate	You are evaluating the opinion and deciding if you think it is right or wrong. You can justify your evaluation based on the information you can retrieve from the tex and present as evidence .
8. Direct Address	When the writer/speaker communicates directly with their audience, often using the word 'you'.		
3. Structural Techniques		Unseen Sources	
Analysing Structure	When you are analysing the structure of a text you are considering why the writer has chosen to reveal the information to the reader in the order that they have. Consider the way the text moves from beginning, middle to end . How the writer creates a shift in focus and zooms in and zooms out and foregrounds or returns to (flash back or flash forward) certain pieces of information and how all of this impacts the reader .	19th Century	Written between 1800-1899, often referred to at the Victorian Era or the Industrial Age. texts often explore Big Ideas about Society.
		20th Century	Written between 1900-1999. Texts written at this time may have contextual connections to WW1 (1914-1918) or WW2 (1939-1945) and their impact on the world.
1. Circular Narrative	The story ends where it begins - this could be in terms of person, place or ideas.	21st Century	Written from 2000 - onwards. Often about current events and technological culture, and usually explores breaking with traditional forms.
2. Linear	Stories are presented in a straightforward, logical manner with a clear beginning, middle and end , by telling readers what happens from one point in time to the next without using flashbacks or flash-forwards.	Types of sources	
3. Foreshadowing	A hint at something that will happen later in the text and have greater significance.	Article	An article is usually written for media publication. It will often have a headline and subheading . Articles are designed for public consumption- there is an intended audience .
4. (*Internal) Dialogue	*A character or speaker's thoughts presented as speech, the conversation our ego is having with itself. Conversations and speech within the text as identified by specific punctuation.	Diary	Diaries are private texts.They are usually written in first person and have no real or intended audience . They often explore personal and emotive ideas.
		Letter	Letters may be common sources for 19th Century texts as this was a major form of communication. Letters are personal but speak to a small audience that is generally connected to the reader .
5. Motif	A deliberately repeated image throughout a text.	Letter to the Editor	A letter to the editor is found in newspapers . It is written by a member of the public , rather than newspaper staff, and give someone's opinion about a current issue . It has a similar structure to other persuasive forms of writing, like an essay.
6. Climatic Moment	The most intense, exciting or pivotal point in a text.	Essay	An essay is a form of literary non-fiction in which a writer expresses an opinion on something, or makes an argument in a creative form. It uses a clear introduction, conclusion, and body paragraphing.
7. Paragraph lengths	When paragraph lengths affect the development of the text, eg a final paragraph might summarise key points in an argument, or a short paragraph is deliberately instructive.	Speech	The purpose of a speech is often to argue or persuade . Linguistic devices may be used to generate a call to action in those who are listening.
8. Sentence structure	How sentence structures affect the fluency of the text, eg a sudden short sentence could reveal shocking information.	Biography /Autobiography	A biography is a text written about someone else's life . An autobiography is a text written about one's own life.

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2. Ethos			Ethos appeals to the speaker's status or authority, making the audience more likely to trust them. The inclusion of personal anecdotes or expert opinions may build ethos.			
3. Logos			Logos appeals to the audience's reason, building up logical arguments. The inclusion of facts and statistics often build logos.	Cohesion	Cohesion refers to the way the ideas in your writing follow on and connect to each other. For example, are you consistently using the same tense throughout? Your ideas are organised in a way that the build on each other and are clearly following a logical order.	
4. Person Anecdote			A short story or example from the writer's life which is amusing or relevant. When using an anecdote embody the voice of an adult unless the task specifically calls for a child's perspective.			Motif
5. List of three	"Life, liberty, and the pursuit of happiness" . Listing or grouping ideas into a lost of three is psychologically proven to be more memorable, impactful and persuasive.					
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7.. Direct Address	Using pronouns to address the reader personally and include and involve them in your argument. This may be directive e.g. "You can make a difference" or inclusive e.g. "together, we can make a difference"					
3. Vary Your Writing					4. Creative Writing	
Vary Punctuation	Use 8 different punctuation types in your writing (" ' ' ; ! ? - .)				Description	A description focuses on imagery , sensory language and creating a vivid picture for the reader to imagine. There is little in the way of plot as it is more a snapshot of a moment focused on a single time and/or place .
Vary Sentence Structures	One-word sentences can be used for dramatic effect and can be used effectively in conjunction with various language devices such as onomatopoeia and rhetorical questions. Long, complex sentences can be used to create tension, add detail, slow pace etc. Simple sentences can be used to increase pace, build tension alter tone.				Narrative/Story	A narrative is driven by plot. There is a clear beginning, middle and end and these plot points may move through time and/or place . A narrative may include dialogue between characters.
Vary Sentence Types	Declarative - A statement/declaration Imperative - An order Exclamatory - Containing strong exclamation or emphasis Interrogative - Asks a question				5. Transactional Writing	
Vary Vocabulary	Ambitious vocabulary should be used throughout but only if you can use it correctly and understand the meaning of the word. Colours are easy to improve, for example: Blue = Cyan, Yellow = Saffron, Red = Vermilion, Orange = Auburn, Purple = Amethyst, Pink = Magenta, Green = Chartreuse, Brown = Chestnut, Black = Obsidian, Grey = Charcoal, White =Ivory				Article	An article is usually written for media publication . It will often have a headline and subheading . Articles are designed for public consumption- there is an intended audience.
Vary Language Devices	Simile, Metaphor, Extended Metaphor, Alliteration, Sibilance, Rhetorical Question, Semantic Field, Emotive Language, Hyperbole, Dynamic Verbs, Rule of three etc.				Diary	Diaries are private texts.They are usually written in first person and have no real or intended audience. They often explore person and emotive ideas.
Vary Structure	<u>Creative Writing</u> 1. DROP the reader into the scene. Describe the setting in detail 2. SHIFT onto describing your character in detail 3. ZOOM in an important detail of your story 4. ENDING – end your piece in an exciting, mysterious or ambiguous way <u>Transactional Writing</u> 1.Powerful opening 2.Introduction 3. WES 1 -What's the point you are making? -Example- -So what? Explain clearly and confidently why your example is so convincing and how it. 4. WES 2 5. WES 3 6. 'Call to action!' -invite your reader to change their view 7. Sign-off				Letter	Letters may be common sources for 19th Century texts as this was a major form of communication. Letters are personal but speak to a small audience that is generally connect to the reader.
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