

KNOWLEDGE ORGANISER Y7: THE ART OF WRITING

<p>Key Words</p> <ul style="list-style-type: none"> • Ethos: the credibility or trustworthiness of the speaker. It also covers the tone and style • Logos: Reasoning, logic, facts and figures • Pathos: Emotional impact on the audience; stories to persuade • Form: The type of writing you produce such as a letter, speech, article or review <p>Rhetorical devices: a use of language that is intended to have an effect on its audience</p> <ul style="list-style-type: none"> • Persona: the person who is understood to be speaking (or thinking or writing) a particular work. 	<p>Persuasive/rhetorical techniques</p> <ul style="list-style-type: none"> • Hyperbole: exaggerating to create an effect • Imperative: giving commands, ordering the reader • Direct address- talking directly to the reader • Emotive Language: language to influence the reader's feelings • Collective Pronouns: We, us, our- gives a sense of unity • Statistics: Using numbers to prove your ideas • Rhetorical questions: Asking the reader a question to make them think • Anecdote: a short amusing or interesting story about a real incident or person 	<p>Advanced techniques</p> <ul style="list-style-type: none"> • Anaphora: repeating words or phrases at the start of a sequence of sentences. • Praeteritio: mentioning something by saying you won't talk about it. • Tricolons: three words or clauses linked by an idea, often in crescendo. • Epiphysis: multiple rhetorical questions
<p>Letters</p> <p>Open letter - a letter addressed to a particular person or group of people but intended for publication in a newspaper</p> <p>Yours sincerely - Sign off if you know the person's name</p> <p>Yours faithfully - don't know their name</p> <p>Salutation - a standard formula of words used in a letter to address the person being written to.</p> <p>Formal language - polite, no slang ; sophisticated vocabulary</p>	<p>Articles</p> <p>Headline: Attention grabbing information at the top of an article. Uses puns, emotive language or alliteration to make it stand out</p> <p>Subheading: Introduces or summaries what the article is about in one sentence</p> <p>Counter argument: an argument against another argument, idea, or suggestion. Can be used to strengthen your argument</p> <p>Colloquial: Chatty and informal language</p>	<p>Speeches</p> <p>A speech often follows a three-part structure:</p> <ul style="list-style-type: none"> • a highly engaging and motivational opening • a well-structured argument with several main points that include objection handling • a dynamic and memorable conclusion <p>Objection handling: Consider what your opposition might say and deal with it before they do. <i>Some might say...however</i></p>
<p>Grammar: Colons and semi colons</p> <p>Colon: ∴ a colon joins one full sentence to another clause which gives more information. e.g. <i>Malala Yousafzai is an inspirational woman: intelligent and brave.</i> A colon can also be used to introduce a list.</p> <p>semi-colon: ; a semi-colon joins two full sentences into a single written sentence. The semi-colon shows that they are very closely related. e.g. <i>Malala Yousafzai inspires me; I will always try to stand up for what is right.</i></p>		<p>Grammar: Discourse markers</p> <p>Temporal connective: a word which links words or phrases together and tells us when something is happening, e.g. <i>then, next, secondly,</i></p> <p>Illustrative connective: a word or phrase which introduces further information, e.g. <i>for example, such as, in the case of, as shown by</i></p>

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