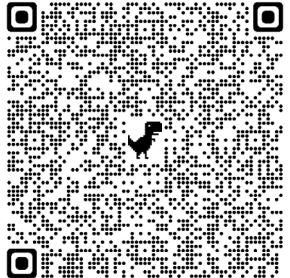


Year 7 – Rebel Voices – How Writers Persuade Readers

Rhetoric		Rhetorical Techniques	QR Codes
Rhetoric is the skill of being able to speak and write persuasively so that your audience or reader agrees with your point of view. Aristotle was a philosopher who lived in Ancient Greece who is well known for his study of rhetoric. He identified that there are three types of rhetoric: 1) Logos: the use of logic (e.g. facts, statistics, logical cause and effect arguments); 2) Ethos: the use of trust & credibility (e.g. quoting experts on a subject, endorsements from trusted sources, your own qualifications to speak on a topic); 3) Pathos: the use of emotion (e.g. heart-warming stories, personal experiences, exaggerated feelings).		D – direct address (You, the reader or audience) A – alliteration (repetition of the same sound at the start of consecutive words) anecdote (a short, personal story used to illustrate a point) F – facts (information that can be proven to be correct) flattery (complimenting your reader or audience) O – opinions (your views on a topic) opponent (acknowledging the opposite point of view and being able to counter it) R – rhetorical questions (a question that doesn't require an answer) repetition (using important words or phrases more than once to give them emphasis) E – emotive language (words and phrases used to make your reader or audience feel strongly) exaggeration (also known as hyperbole – giving something excessive emphasis) S – statistics (using number data to support your argument) satire (using irony, sarcasm and other forms of humour to make fun of the opposing view) T – triples (or rule of three – using a list of three to create a sense of completion or finality). 	
How to structure a persuasive speech Paragraph 1: Begin with a punchy opening statement (you could use a rhetorical question). Paragraph 2: Use facts and statistics to support your argument. Paragraph 3: Use an anecdote to illustrate your argument. Paragraph 4: Engage with the opposing arguments and counter them (knock them down). Paragraph 5: Conclude with an emotive call to action.			Punctuation Guide  Thinking and Writing about Texts using WHAT – HOW – WHY 
How to write persuasively		Sentence Forms & Types and Paragraphs	Top 100 Speeches of the 20th Century 
Coordinating Conjunctions	for – and – nor - but – or – yet – so (fanboys)	Minor sentence: an incomplete sentence that still makes sense. Example: <i>'Utter nonsense.'</i> Simple sentence: a sentence with a single clause and a single subject. Example: <i>'Plastic pollution is ruining the world.'</i> Compound sentence: A sentence that connects two independent clauses with a co-ordinating conjunction. Example: <i>'We need to give up driving and use public transport instead.'</i> Complex sentence: A sentence that consists of a main clause and a subordinate clause. Example: <i>'Slowly but surely, our planet is dying.'</i> Imperatives: sentences that are commands. Example: <i>'Stop dropping litter.'</i> Declaratives: sentences that are statements. Example: <i>'Average temperatures are rising at an alarming rate.'</i> Interrogatives: sentences that are questions. Example: <i>'What can I do about it?'</i> Exclamations: sentences that use exclamation marks. Example: <i>'This is madness!'</i> ISPACED sentence starters: ing words; similes; prepositions; adverbs; conjunctions; ed words, dialogue. TIPTOP paragraphs: Start a new paragraph when you change Time, Person, Topic or Place.	
Subordinating Conjunctions	although – because – now that – until – while – despite the fact – even though - nevertheless		
Correlative Conjunctions	both...and – not only...but also – either...or		
Causal Conjunctions	therefore – as a result – consequently - since		
Reported Speech	Attenborough told viewers to campaign to save the coral reefs.		
Modal Verbs	Can – could – may – might – must – should – ought – shall – will - would		
Expanded noun phrases	In just two decades, our once beautiful blue oceans are now junk yards.		
Concession	I know it seems impossible, but you can help make a difference.		
Condescension	Everyone knows that CO2 emissions are rising.		
Relative Clause	Britain, which contributes £1 billion, is helping to alleviate global poverty.		