


Year 7 – Rebel Voices – How Writers Persuade Readers

Rhetoric
<p>Rhetoric is the skill of being able to speak and write persuasively so that your audience or reader agrees with your point of view.</p> <p>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:</p> <ol style="list-style-type: none"> 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).

How to structure a persuasive speech
<p>Paragraph 1: Begin with a punchy opening statement (you could use a rhetorical question).</p> <p>Paragraph 2: Use facts and statistics to support your argument.</p> <p>Paragraph 3: Use an anecdote to illustrate your argument.</p> <p>Paragraph 4: Engage with the opposing arguments and counter them (knock them down).</p> <p>Paragraph 5: Conclude with an emotive call to action.</p>


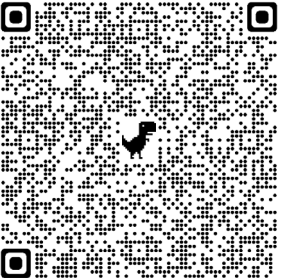
How to write persuasively

Coordinating Conjunctions	for – and – nor - but – or – yet – so (fanboys)
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.

Rhetorical Techniques
<p>D – direct address (You, the reader or audience)</p> <p>A - alliteration (repetition of the same sound at the start of consecutive words)</p> <p>anecdote (a short, personal story used to illustrate a point)</p> <p>F - facts (information that can be proven to be correct)</p> <p>flattery (complimenting your reader or audience)</p> <p>O - opinions (your views on a topic)</p> <p>opponent (acknowledging the opposite point of view and being able to counter it)</p> <p>R - rhetorical questions (a question that doesn't require an answer)</p> <p>repetition (using important words or phrases more than once to give them emphasis)</p> <p>E - emotive language (words and phrases used to make your reader or audience feel strongly)</p> <p>exaggeration (also known as hyperbole – giving something excessive emphasis)</p> <p>S - statistics (using number data to support your argument)</p> <p>satire (using irony, sarcasm and other forms of humour to make fun of the opposing view)</p> <p>T - triples (or rule of three – using a list of three to create a sense of completion or finality).</p>


Sentence Forms & Types and Paragraphs

<p>Minor sentence: an incomplete sentence that still makes sense. Example: <i>'Utter nonsense.'</i></p> <p>Simple sentence: a sentence with a single clause and a single subject. Example: <i>'Plastic pollution is ruining the world.'</i></p> <p>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></p> <p>Complex sentence: A sentence that consists of a main clause and a subordinate clause. Example: <i>'Slowly but surely, our planet is dying.'</i></p> <p>Imperatives: sentences that are commands. Example: <i>'Stop dropping litter.'</i></p> <p>Declaratives: sentences that are statements. Example: <i>'Average temperatures are rising at an alarming rate.'</i></p> <p>Interrogatives: sentences that are questions. Example: <i>'What can I do about it?'</i></p> <p>Exclamations: sentences that use exclamation marks. Example: <i>'This is madness!'</i></p> <p>ISPACED sentence starters: ing words; similes; prepositions; adverbs; conjunctions; ed words, dialogue.</p> <p>TIPTOP paragraphs: Start a new paragraph when you change Time, Person, Topic or Place.</p>
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QR Codes
<p>Punctuation Guide</p> 
<p>Thinking and Writing about Texts using WHAT – HOW – WHY</p> 
<p>Top 100 Speeches of the 20th Century</p> 