

Year 9 – Poverty and Food Security – Writing to Persuade

Rhetoric

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).

How to structure a persuasive letter

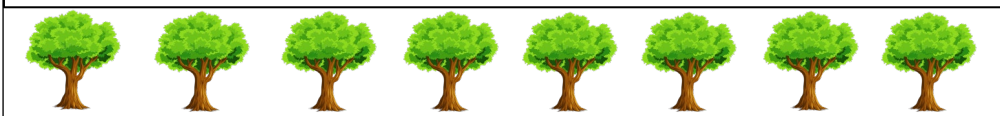
Paragraph 1: Begin with an anecdote to personalise your point of view.
Paragraph 2: Use a single sentence paragraph to emphasise a key point.
Paragraph 3: Outline your first main argument
Paragraph 4: Outline your second main argument.
Paragraph 5: Outline your third main argument.
Paragraph 6: Counter-argument (if appropriate).
Paragraph 7: Call to action and sign off.

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

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).



Sentence Forms & Types and Paragraphs

Minor sentence: an incomplete sentence that still makes sense.
 Example: *'Utter nonsense.'*

Simple sentence: a sentence with a single clause and a single subject.
 Example: *'Plastic pollution is ruining the world.'*

Compound sentence: A sentence that connects two independent clauses with a co-ordinating conjunction. Example: *'We need to give up driving and use public transport instead.'*

Complex sentence: A sentence that consists of a main clause and a subordinate clause.
 Example: *'Slowly but surely, our planet is dying.'*

Imperatives: sentences that are commands.
 Example: *'Stop dropping litter.'*

Declaratives: sentences that are statements.
 Example: *'Average temperatures are rising at an alarming rate.'*

Interrogatives: sentences that are questions.
 Example: *'What can I do about it?'*

Exclamations: sentences that use exclamation marks.
 Example: *'This is madness!'*

ISPACED sentence starters: ing words; similes; prepositions; adverbs; conjunctions; ed words, dialogue.

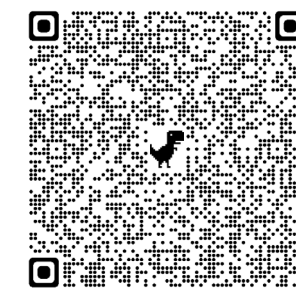
TIPToP paragraphs: Start a new paragraph when you change Time, Person, Topic or Place.

QR Codes

Punctuation Guide



Thinking and Writing about Texts using WHAT – HOW – WHY



Letters That Changed The World



Literacy – Poverty & Food Security – Writing to Persuade

Tier 2 Vocabulary

Tier 3 Vocabulary

Destitute – suffering extreme poverty	Campaign - an organized course of action to achieve a goal.	Adverbial - a word or phrase that is used, like an adverb, to modify a verb or clause	Modal verbs - used to change the meaning of other verbs. They can express meanings such as certainty, ability, or obligation. The main modal verbs are will, would, can, could, may, might, shall, should, must and ought.
Activist - a person who campaigns to bring about political or social change.	Sacrifice - give up (something valued) for the sake of other considerations.	Conjunction - links two words or phrases together. Co-ordinating conjunctions (e.g. and) link two words or phrases together as an equal pair; subordinating conjunctions (e.g. when) introduce a subordinate clause.	Passive voice – This is where the subject of the sentence has something done to it rather than doing the action itself. The sentence <i>It was eaten by our dog</i> is the passive of <i>Our dog ate it</i> .
Necessities – basic requirements of something.	Circumstance - a fact or condition connected with or relevant to an event or action.	Fronted/ Fronting - A word or phrase that normally comes after the verb may be moved before the verb: when this happens, we say it has been ‘fronted’.	Relative clause - a special type of subordinate clause that modifies a noun. It often does this by using a relative pronoun such as <i>who</i> or <i>that</i> .
Temporarily – for a limited period of time (not permanent)	Impoverished – reduced to poverty – made poor.	Preposition - links a following noun, pronoun or noun phrase to some other word in the sentence. Prepositions often describe locations or directions, but can describe other things, such as relations of time.	Subordinate clause – a clause which is of lesser importance to the main clause in a sentence.

Language techniques for Persuasion

Speak like a grammarian

Imagine a world where...	Embark on a journey...	The adverbial phrase helps to create a vivid image of the situation the writer describes.	The modal verb ‘will’ clearly signals the writer’s confidence that change will happen.
Join us in making a difference...	Pave the way for a brighter tomorrow...	The use of the conjunction clearly shows the cause and effect between poverty and ill-health.	The passive voice subtly shows how those in poverty are at the mercy of the wealthy.
Be part of something extraordinary...	Empower yourself and others around you...	By fronting the information in the sentence, the writer gives prominence to his aspect.	The relative clause amplifies the idea that the responsibility lies with the Prime Minister.
Step into a brighter future...	Embrace the opportunity to...	The preposition ‘for centuries’ highlights how long-standing the problem is.	The subordinate clause reminds us how young the victim is.