

*Persuasive techniques*

***A FORESTER’S CAP***

Alliteration (MAKES IT MEMORABLE)

Facts (MAKES IT BELIEVABLE)

Opinion (WHAT YOU WANT THEM TO DO OR THINK)

Rhetorical question (MAKES THEM THINK)

Emotive language (CREATES AN EMOTION)

Statistics (MAKES IT BELIEVABLE)

Triplet (USED TO REINFORCE IDEA)

Exaggeration (TO PUT ACROSS A POINT)

Repetition (THE MOST IMPORTANT POINT)

Superlatives (TO SHOW IT IS THE BEST OR WORST)

Commands (WHAT YOU WANT THEM TO DO OR THINK)

Anecdote (MAKES IT PERSONAL AND RELATABLE)

Personal pronouns (YOU ARE SPEAKING TO THEM)

Correct comma use:

In a list

Before the conjunction in a compound sentence

After introductory word or phrase

Introducing a quote or dialogue

After the subordinate clause where it is first in the complex sentence

Between 2 adjectives

Encasing the subordinate clause in the middle of a main clause (parenthetic commas)

Encasing extra information (parenthetic commas)

FORMAL LETTER LAYOUT

Your address

Date

Their name

Their address

Dear Mr/Mrs Surname

Paragraph 1 – introduce topic of letter

Paragraphs 2 4 – using a topic sentence, write persuasively

Last paragraph – signal closure using words such as Finally, or To conclude,

Yours sincerely

Your name

**Using varied punctuation**

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 **Sentence structures**

**Simple: One noun, one verb – short sentences can be used for impact**

**Compund: Two complete sentences joined by a co-ordinating conjunction:**

**FANBOYS: for/and/nor/but/or/yet/so**

**Complex sentences: Sentence has a MAIN clause and a SUBORDINATE clause. The subordinate clause can be at the beginning, middle or end of the sentence.**

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| How to start a subordinate fronted complex sentence | AlthoughWhenIfDespite | WhateverDuringEven thoughIn spite of | **Any verb+ing**BeingHavingGiving | SendingGoingListeningCreating |

YEAR 8 TERM 1 **(HALF TERM 1)** KNOWLEDGE ORGANISER: ANIMALS – NON-FICTION UNIT