**Genre**

Article

Leaflet

Letter

Speech

Blog

**Before you start writing think about the GAPS!**

**G**enre – what are you being asked to write?

**A**udience – who are you writing for?

**P**urpose – what are you trying to achieve?

**S**tyle – formal or informal?

**How to vary your sentence starters**

Adverb

Connective/Discourse Marker

Preposition

Verb + ing

**Connectives/Discourse Markers**

**Position**

At the start

Firstly

Secondly

Thirdly

Next

Meanwhile

Subsequently

Finally

In conclusion

**Emphasis**

Importantly

Significantly

In particular

**Addition**

Furthermore

Additionally

In addition

As well as

**Contrast**

Although

Whereas

Otherwise

Alternatively

Nevertheless

**Article/Blog**

* Headline and Strapline
* Introduction to create interest – (include who, what, where, when, how and why?)
* 3-4 middle paragraphs
* Short but effective conclusion
* Lively style

**Leaflet**

* Present information so it is easy to

find using headings and sub-headings

* Lively and engaging

**Purpose**

Persuade

Argue

Advise

Inform

Explain

**Persuasive techniques**

**A**lliteration & anecdotes

**F**acts

**O**pinions

**R**epetition

**E**motive language and exaggeration

**S**tatistics

**T**hrees (rule of three)

**E**xaggeration

**R**hetorical Question

**S**uperlatives

**C**ounter argument

**A**necdote

**P**ersonal pronoun

**Letter**

* Address and date in the top right of the page
* Address of the person you are writing to on the left.
* Dear Mrs Fletcher = yours sincerely or Dear Sir/Madam. = yours faithfully
* Short introductory paragraph
* 3-4 middle paragraphs
* Concluding paragraph summarising ideas.

WRITING TO ARGUE:

* Begin with a Strong Opening – *I am writing to convince you that* ….
* Continue with what your audience might think against the issue (counter argument) - *You might think it is a bad idea but*
* Prove to your audience that their ideas are wrong -*However*
* Now state the reasons for your ideas -*I believe*
* You can use persuasive techniques to support your argument
* Finish with a Strong Ending *It’s vital that*……

**Speech**

* Think about the GAPS
* Open with a welcome/greeting – e.g. ‘Good afternoon ladies and gentlemen’ or ‘Fellow classmates’
* Outline what the speech will be about: ‘I will talk to you about…
* Make 3/4 key points and expand on them.
* Conclusion to summarise ideas
* End acknowledging the audience: ‘Thank you for listening.’

**TECHNICAL ACCURACY**

Paragraphs

Varied, accurate sentence structures

Varied, accurate punctuation

Accurate spelling

Fluent, clear



