

What we already know - Non-fiction - recount texts - Non-fiction - newspaper reports	Stage 8/9 English: Media/Adverts	What's next Non-fiction – conflict in the community – speech writing, formal letter, blog and newspaper
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English Golden Concepts				

Key Vocabulary	
Rhetorical question	a question that does not need an answer. To make the reader think
Alliteration	Consecutive words that begin with the same letter
Emotive Language	Emotion words used to make the reader feel a certain way
Repetition	Words or phrases that are said or displayed multiple times
Facts	Sentences that are real
Statistics	Numbers/percentages
Exaggeration	Making something seem better than it actually is
Audience	The reader you are aiming your writing at
Rule of three	Using 3 of something, such as adjectives or arguments, to give your writing more impact

What I will know by the end of the unit:

Context Does your persuasive leaflet include... - a title that tells the reader the topic? - an introduction that shows your point of view? - strong arguments? - short sentences in the present tense? - facts? - images to support your arguments? - exaggeration? - emotive language? - persuasive devices? - rhetorical questions? - a conclusion to sum up your main arguments?
Purpose The point of advertising, put simply, is to draw positive attention towards something. Advertising has three primary objectives: to inform, to persuade, and to remind. Informative Advertising creates awareness of brands, products, services, and ideas. It announces new products and programs and can educate people about the attributes and benefits of new or established products.

Sentence starters

- It can also be said that...
- It is imperative that...
- Without a doubt...
- It is important to remember...
- Anyone can see that...
- For these reasons...
- Firstly/Secondly/Thirdly...
- I strongly believe that...
- Now is the time to...
- Research suggests...

Things to remember

- Think about your audience.
- Make your opinions clear.
- Use a strong written voice.
- Give reasons.
- Use persuasive devices.