

<p><b>1. Informal letters:</b> a letter that is written to a friend or a member of your family.</p> <ul style="list-style-type: none"> <li>Address and date in the top right of the page</li> <li>Greeting: e.g. Hi, Hello, Dear ...</li> <li>Use of contractions: e.g. don't, can't ...</li> <li>Short introductory paragraph</li> <li>3/4 middle paragraphs</li> <li>Closing paragraph to round off the purpose of the letter</li> <li>Chatty style: shown through language and punctuation.</li> </ul>		<p><b>4. Articles for newspapers and magazines:</b> written to inform, persuade and entertain.</p> <ul style="list-style-type: none"> <li>Main heading</li> <li>Introduction that draws the reader's attention</li> <li>three to four central paragraphs</li> <li>a short but effective conclusion</li> <li>Lively style</li> <li>Include facts and opinions</li> <li>Newspaper: Who, what, why, where, when and how at the start.</li> </ul>		<p><b>1. Introducing Your Argument</b></p> <p>I think that... It is obvious that... I strongly believe that... It is clear that... It is undeniable that... The fact is that... I ask you to consider... In my opinion,...</p>		<p><b>1. Exclamation marks!</b> An exclamation mark is used after interjections, humorous sentences or to show surprise and excitement.</p>	
<p><b>2. Formal letters:</b> a letter written to a person you may not know or who you may know in a more formal way.</p> <ul style="list-style-type: none"> <li>Address and date in the top right of the page</li> <li>Address of the person you are writing to on the left.</li> <li>Greeting: e.g. Dear Mrs Fletcher, or Dear Sir/Madam.</li> <li>Short introductory paragraph</li> <li>3/4 middle paragraphs</li> <li>Closing paragraph to round off the letter</li> <li>No contradictions: e.g. do not, cannot.</li> <li>Formal style</li> </ul>		<p><b>5. Leaflets:</b> written to inform, advise and persuade.</p> <ul style="list-style-type: none"> <li>Present information so it is easy to find.</li> <li>Heading</li> <li>Sub-headings</li> <li>Bullet points</li> <li>Pictures (though in your exam you are given credit for what you write, not your ability as an artist!)</li> <li>Depending on the audience, the tone can be informal or formal.</li> </ul>		<p><b>2. Developing Your Argument</b></p> <p>Furthermore,... In addition to... Likewise,... Moreover,... Firstly,... Again,... Next,... The most compelling reason is... Without doubt,...</p>		<p><b>2. Question marks?</b> Question marks are used in both formal and non-formal writing and in cases where direct and indirect questions are being asked.</p>	
<p><b>3. Speech:</b> to persuade, inform and entertain</p> <ul style="list-style-type: none"> <li>a clear address to an audience</li> <li>effective/fluent linked sections to indicate sequence</li> <li>rhetorical indicators that an audience is being addressed throughout</li> <li>a clear sign off e.g. 'Thank you for listening'.</li> </ul>		<p><b>6. Essay:</b> usually written to argue or explain.</p> <ul style="list-style-type: none"> <li>an effective introduction and convincing conclusion effectively/fluent linked paragraphs to sequence a range of ideas.</li> </ul>		<p><b>3. Admitting Counter-Arguments</b></p> <p>Although it is true that... Admittedly... While some people may think that... Unfortunately, it may be the case that... I acknowledge that... I can understand that... I appreciate that... It is unfortunately true that...</p>		<p><b>3. (Brackets)</b> Brackets are used to add extra information, asides or more detail.</p>	
<p><b>Sentence Structures</b></p>		<p><b>4. Countering</b></p> <p>However,... Nevertheless,... Even so,... Whereas,... Nonetheless,... Despite... But... In fact,... Conversely,...</p>		<p><b>4. Semi Colons;</b> A semi colon is used to separate longer, linked clauses or in list after a bullet point.</p>			
				<p><b>5. Colons:</b> A colon is used to inform the reader that what follows the mark proves, explains, or lists further information.</p>			
<p><b>1 - ing</b> You could start your sentence with an 'ing' word. For example: Unlocking the door, she left the room.</p>		<p><b>5. Conclusion</b></p> <p>In summary,... To conclude,... Finally,... In conclusion,... For these reasons... All in all,... In short,... Ultimately,...</p>		<p><b>6. Dash -</b> A dash serves as a comma (mostly in informal writing).</p>			
<p><b>2 - adverb</b> You could start your sentence with an adverb. For example: Lovingly, he stared into her beautiful green eyes.</p>				<p><b>7. Comma</b> Commas are used to separate lists, introductory words and clauses.</p>			
<p><b>3 - simile</b> You could start your sentence with a simile. For example: As brave as a lion, he slayed the evil monster.</p>				<p><b>8. Apostrophe</b> Apostrophes are used to show possession or omission.</p>			
<p><b>4 - preposition</b> You could start your sentence with a preposition. For example: On the top of the hill, there stood an old castle.</p>				<p><b>Persuasive Devices</b></p>			
<p><b>5 - connective</b> You could start your sentence with a connective. For example: Although he was hurt, he continued on his quest!</p>						<p><b>1. Adverb of Affirmation</b> An adverb that is used in a sentence to affirm it as true. 'She positively identified her attacker'</p>	
<p><b>6 - drop in clause</b> You could add a drop in clause to your sentence. For example: Michelle, who was very clumsy, always fell over her own laces.</p>						<p><b>2. Anaphora</b> The repetition of a phrase at the start of successive clauses, sentences or paragraphs.</p>	
		<p><b>3. Modal Verbs</b> The use of words like 'could', 'should' and 'might' to make suggestions to the audience. Modal verbs make your writing sound more collegiate and inclusive, and less demanding.</p>					
				<p><b>4. Hypophora</b> A writer raises a question and then immediately provides an answer to that question.</p>			
				<p><b>5. Parallelism</b> Using elements in sentences that are grammatically similar or identical in structure, sound, meaning, or meter. This technique adds symmetry, effectiveness and balance to the written piece. 'Blessed are the...' 'Ask not what your country can do for but what you can do for your country.'</p>			
				<p><b>6. Ethos</b> Getting the audience to believe you are writing with good intentions and have a strong understanding of the topic you are talking about. This will get them on your side and make your argument more believable. 'Many of you know me, I am a long-standing member of this community.'</p>			
				<p><b>7. Logos</b> Using rationality and logic to persuade the audience to your point of view. 'In the thousands of years that humans have been on the earth, there have been no recorded sightings of a flying pig. Therefore, it stands to reason that they do not exist.'</p>			
				<p><b>8. Pathos</b> An appeal to the audience's emotions, usually using emotive language. The opposite of logos as there is no reason involved. 'Thousands of animals die in agony each year, just so we can have the perfect shade of lipstick. Is this fair or right?'</p>			
				<p><b>9. Other persuasive features include...</b></p> <ul style="list-style-type: none"> <li>rhetorical questions</li> <li>personal pronouns</li> <li>triples</li> <li>alliteration</li> <li>statistics</li> <li>facts and opinions</li> <li>anecdote</li> <li>short sentences</li> </ul>			