

Year 7 - Planet Earth  
Autumn 2: Transactional Writing

Persuasive Devices	Definitions
Alliteration	The occurrence of the same letter or sound at the beginning of adjoining or closely connected words.
Figurative language	Similes: Comparing two things using 'like' or 'as'. For example: 'As white as Arctic ice'.  Metaphors: Comparing two things saying that one actually is the other. For example: 'A sea of plastic'.
Opinion	A personal view on something that is not based on fact.
Repetition	When words are repeated in order to reinforce a message or idea.
Emotive language	Language that appeals to your emotions/ your heart.
Statistics and Facts	Statistics: Usually numbers or percentages. For example: 80% of the world's forests have already been lost to deforestation.  Fact: Something that can be measured or evidenced. You cannot argue against fact. For example: There is a plastic island in the North Pacific ocean that is the size of India, Europe and Mexico combined.
Triadic structure	Using three descriptive words, or repetition x3. For example: 'The <u>desperate</u> , <u>crippled</u> , <u>starving</u> polar bear surveyed the isolated land'.
Form	How will it be structured? Is it a speech, letter, leaflet, advert or article?
Involve the reader	Speak directly to the audience/ reader. Aim to use 'you' or 'us' or 'we'.
Rhetorical Devices	Rhetorical question: A question that does not require an answer.  Hyperbole: An exaggeration.
Evidence	Evidence can be short stories or anecdotes which back up your points.

**Assessment Objectives**

Pupils will be assessed on their ability to write for purpose, audience and, within the provided form, using language for impact, writing to explain, instruct, advise, argue and persuade.

Forms		
<p><b>Informal Letter</b> (A letter that is written to a friend or family member)</p> <ul style="list-style-type: none"> <li>Writer's address and date (Top right)</li> <li>Informal greeting: Hi/Hello/Hey.</li> <li>Chatty style.</li> <li>Contractions.</li> <li>P1 - Why you are writing.</li> <li>P2 - First point.</li> <li>P3 - Second point.</li> <li>P4 - Third point.</li> <li>P5 - Round off the purpose of the letter.</li> <li>Friendly sign off: Best wishes/ Kind regards/ Lots of love.</li> </ul>	<p><b>Speech</b> (To persuade/inform/ entertain)</p> <ul style="list-style-type: none"> <li>Opening – a clear address to the audience.</li> <li>At least three effectively linked paragraphs.</li> <li>Rhetorical indicators that an audience is being addressed throughout.</li> <li>A clear summary and sign off such as 'Thank you for listening'.</li> </ul>	<p><b>Leaflet</b> (To inform/advise/ persuade)</p> <ul style="list-style-type: none"> <li>Present information so that it is easy to find.</li> <li>Heading</li> <li>Subheadings</li> <li>Bullet points</li> <li>Images (though you are given credit on your ability as a writer not an artist!)</li> <li>Depending on your audience you may use a formal or informal tone.</li> </ul>
<p><b>Formal Letter</b> (A letter written to someone of importance or who you may not know)</p> <ul style="list-style-type: none"> <li>Writer's address and date (Top right)</li> <li>Recipient address (Lower left)</li> <li>Formal greeting: Dear sir/ madam.</li> <li>No contractions.</li> <li>P1 - Why you are writing.</li> <li>P2 - First point.</li> <li>P3 - Second point.</li> <li>P4 - Third point.</li> <li>P5 - Round off the purpose of the letter/ Action to be taken.</li> <li>Yours sincerely.</li> </ul>	<p><b>Article</b> (To persuade/inform/ entertain)</p> <ul style="list-style-type: none"> <li>Main heading</li> <li>Introduction that draws the reader's attention (no more than 60 words, include all 5W's).</li> <li>Three or four central paragraphs marked by clear subheadings.</li> <li>A short but effective conclusion.</li> <li>Lively style.</li> <li>Include evidence, facts and opinions.</li> </ul>	<p><b>Essay</b> (To argue or explain)</p> <ul style="list-style-type: none"> <li>An effective introduction and convincing conclusion.</li> <li>Effectively/ fluently linked paragraphs to sequence a range of ideas.</li> </ul>

**Key Vocabulary**

- Environment
- Species
- Deforestation
- Extinct
- Degradable
- Biodiversity
- Biodegradable
- Biosphere
- Ecosystem
- Atmosphere
- Manufactured
- Civilisation
- Pollution
- Species
- Solution
- Geological
- Agriculture
- Catastrophe
- Emissions
- Endangered

**Three Things**

Three things to read:

- Your Planet Needs You! A kid's guide to going green by Dave Reay.
- Travels of Thelionius by Susan Schade.
- Under The Weather: Stories About Climate Change by Tony Bradman.

Three things to watch:

- WALL-E (2008)
- David Attenborough Our Planet (2019)
- BBC: 7 Worlds 1 Planet (2019)

Three things to do:

- Visit The Thinktank in Birmingham!
- Visit Brockwood Animal Sanctuary!
- Choose an activity from the following website:  
<https://www.highspeedtraining.co.uk/hub/environmental-awareness-for-kids/>

<p><b>Introducing your argument:</b></p> <p>I strongly believe that... It is clear that ... It is undeniable that ... In my opinion...</p>	<p><b>Developing your argument:</b></p> <p>Furthermore ... Likewise ... In addition to ... Moreover ...</p>	<p><b>Admitting counter - arguments:</b></p> <p>Admittedly ... I acknowledge that ... Although it is true that ... I can understand that ...</p>	<p><b>Conclusion:</b></p> <p>In summary ... To conclude ... Finally ... Ultimately ...</p>
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