


<u>Persuasive technique</u>	<u>Example</u>
Direct address	Talking directly to your audience.
Alliteration	Using the same letter more than once quickly.
Facts	Statements that can be proven.
Opinions	Statements that cannot be proven – personal preferences.
Repetition/Rhetorical questions	Saying something more than once / asking a question to make your audience think.
Exaggeration/Emotive language	Presenting something as being more than it really is / Language that appeals to the emotions.
Statistics	Using numbers and percentages to support your points.
Triples	Putting three things together for effect.

<u>Ethos/Logos/Pathos</u>		
Ethos:	Pathos:	Logos:
How credible, reliable and trustworthy you are.	How to appeal to and trigger your characters emotions.	Applying logic and fact to your speech.

Protest and Activism Knowledge
Organiser
Fearnhill English Dept



<u>Key words:</u>	<u>Definition:</u>
Activism	Using campaigning to bring about social and political change.
Identity	Who or what a person is.
Protest	A statement or action expressing disapproval of or objection to something.
Visionary	Someone who has positive ideas about the future.
Feminism	The belief in full social, economic and political equality for women.
Civil Rights	The rights of citizens to political and social freedom and equality.
Inspiration	Someone or something that gives you ideas for something.
Audience	The people that you are targeting your speech or article at. Who do you want to listen to you?
Social	Relating to society or its organisation.
Political	The government or public affairs of a country, or the ideas and strategies of a particular group in politics.

<u>Spoken Language Endorsement</u>	
You have to prepare a speech that is around 4-5 minutes long on a topic of your choice. You will then have to answer some questions from the audience.	The SLE is Pass/Merit/Distinction. You need to be able to engage your audience, make eye-contact, speak audibly, and show your passion about something!
When you choose your topic, try and choose something that you can get passionate about, and that you can try and persuade other people about! Then you can show off all your persuasive skills!	Don't panic! We have lots of time to prepare the SLE, and everyone is on your side. You will feel really confident by the time you come to do it. Believe in yourselves.