

<u>Key words</u>	<u>Definition:</u>
Article	Writing that presents information about a topic.
Tabloid	A type of newspaper that deals with less serious stories. It will often include a lot of pictures.
Broadsheet	A type of newspaper that deals with more serious stories. It will have fewer pictures.
Letter	Either formal or informal – one person writing to another to inform them of something.
Speech	Spoken language that is designed to persuade people to your point of view.
Persuasion	How to make someone think from your perspective. How to convince them that your point of view is correct.
Punctuation	Using a variety of punctuation makes your writing more engaging, and therefore more persuasive.

<u>PAF</u>		
<u>Purpose:</u>	<u>Audience:</u>	<u>Form:</u>
Why has this piece of writing been written? What is it designed to do?	Who has this piece of writing been written for? How do you know?	What kind of writing is this? What things does that kind of writing need?

You are a Champion Knowledge
Organiser
Fearnhill English Dept



<u>Key words:</u>	<u>Definition:</u>
Direct Address	When you speak to your audience directly – e.g. ‘Your country needs you!’
Alliteration	When more than one word begins with the same sound – e.g. ‘Pick up a penguin!’
Facts	Statements that can be proven
Opinions	Your personal beliefs or preferences – but we can disguise them as facts!
Repetition	Saying the same thing more than once for deliberate effect.
Rhetorical questions	Asking a question that doesn’t need an answer to make your audience think.
Exaggeration	Making something seem more than it really was – e.g. ‘The fish was ten metres long.’
Emotive language	Language that appeals to emotions – e.g. ‘The helpless kitten had hurt its tiny paw...’
Statistics	Using numbers to prove your point – e.g. ‘78% of people agree.’
Triples	Saying things in threes – e.g. ‘This is deadly, this is dangerous, this is destructive!’

<u>Marcus Rashford</u>	
A footballer for Manchester United and the English national team. Rashford was born in 1997 and born in Manchester.	He joined his first football team aged just five, and joined Manchester United when he was seven. He has scored 75 goals in the Premier League and been a part of the England national team.
Rashford has been open about the financial struggles he and his family had when he was growing up, and the sacrifices his mother had to make when she was raising him.	Throughout the COVID pandemic, Rashford campaigned successfully for free school meals to be offered throughout the school holidays. He has since written two books to inspire children to follow their dreams and achieve.