

Influential

To have an effect on others, to inspire

Persuade

To encourage others to do or believe something

Describe

Give a detailed account of something

Structure

The way a text is purposefully ordered

Compare

Consider the similarities and differences of two texts

Authenticity

Being genuine, showing a true belief in core values

Aristotle's Triad

Ethos (credibility, trust), pathos (emotion, empathy) and logos (logic)

Comprehension

To show an understanding of the text

Letter

Sender's address
Receiver's address

Dear ...,

Intro - outline purpose

2-3 main paragraphs - developed with what, why, who when, how

Conclusion - leave the reader with a summary and a request

Salutation

Likely to be formal, serious in tone.
Use features like statistics and the rule of 3.

Speech

Get your audience's attention with something 'hard-hitting'

Intro - outline purpose and introduce yourself

2-3 main paragraphs - developed with what, why, who when, how

Conclusion - leave your audience with a message or task

Likely to be more lively and friendly in tone.
Use features like anecdotes and emotive language.

Article

Headline

Intro - outline key information, make opinion clear

2-3 main paragraphs - developed with what, why, who when, how

Conclusion - leave the reader with a summary, message or task

Likely to be informative, perhaps advisory or lively depending on topic.
Use features like statistics and quotes from reputable people.

Review

Headline
Star rating

Intro - outline opinion

Paragraph to outline plot or summary

2 further paragraphs to give opinions on 2 aspects of what you're reviewing

Conclusion - leave the reader with a good idea of your opinion and whether to engage with what you're reviewing or not

Likely to be lively and opinionated in tone.
Use features like hyperbole and imagery..

Inspirational women

Stacey Dooley b.1987

TV presenter. Presents controversial subjects in a friendly, non confrontational way.



Michelle Obama b.1964

Ex First Lady of USA. Activist. Campaigns for equal right across race and gender

Emmeline Pankhurst 1858-1928

Activist. Her campaigns for equal right across genders won women the right to vote. Leader of the Suffragettes.



Joan of Arc 1412-1431

French heroine and Roman Catholic Saint. She played a crucial role in the 100 years war between England and France.

Lotte Wubben-Moy b.1999

Professional footballer - Arsenal and England. Campaigns for girls to have equal sporting opportunities in schools



Eccie Newton b.1990

Businesswoman. CEO and co-founder of KarmaKitchen - a multimillion pound business in the construction and catering industry.

Judith Heumann 1947-2023

Activist. Spent her life campaigning for equal right for those living with disabilities. Worked in US politics under various roles under special education and disabilities.



Margaret Atwood b.1939

Novelist and poet. Her works often discuss real world issues and inequalities through dystopian worlds.

Persuasive features (DAFOREST)

Direct address	Addressing the audience/reader explicitly
Alliteration	More than 2 words in close proximity that start with the same sound.
Anecdotes	A short story, often personal, to support your point.
Facts	A statement that can be proven to be true.
Figurative language	Language which is not literal, it is used to describe through comparison. Examples include similes and metaphors.
Opinion	A personal judgement.
Rhetorical question	A question intended to evoke thought or used for dramatic effect.
Repetition	Words, phrases, ideas are purposefully repeated.
Emotive language	Language used to create an emotional reaction or connection.
Exaggeration	Formally known as hyperbole. A statement that represents something as better or worse than it is in reality.
Statistics	A numerical fact.
Triadic structure	Also known as the rule/power of 3. Ideas, words or phrases that are used in a group of three.