

Purpose

The main goal or intention behind your communication.

Audience

The specific group of people you are trying to reach.

Format

The specific way a piece of writing or communication is structured and presented

Persuade

To convince someone to agree with your viewpoint or take a particular action.

Describe

To provide a detailed account or vivid portrayal of something or someone

Credibility

The quality of being believable or trustworthy.

Reliability

the information is accurate and can be verified.

Speech Writing

A "speech" generally refers to a formal address or discourse delivered to an audience for a specific purpose.

Speeches are used to persuade, inform or to motivate and inspire.

Speeches provide a direct, dynamic, and often personal way to communicate ideas, influence opinions, and connect with an audience.

"I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character."

"I have a dream that one day... little black boys and black girls will be able to join hands with little white boys and white girls as sisters and brothers." - Martin Luther King Jr.

What is a review?

A book review or a film review is a piece of writing that does two main things:
It summarises the book or film: It gives readers (or viewers, if it's spoken) an idea of what the story is about, who the main characters are, and what the central themes or messages might be.
It critically evaluates the book or film: This is where the reviewer shares their opinion on whether the book or film is good, bad, or somewhere in between, and why. They analyse different aspects and back up their opinions with examples from the work itself.

Tips for a review

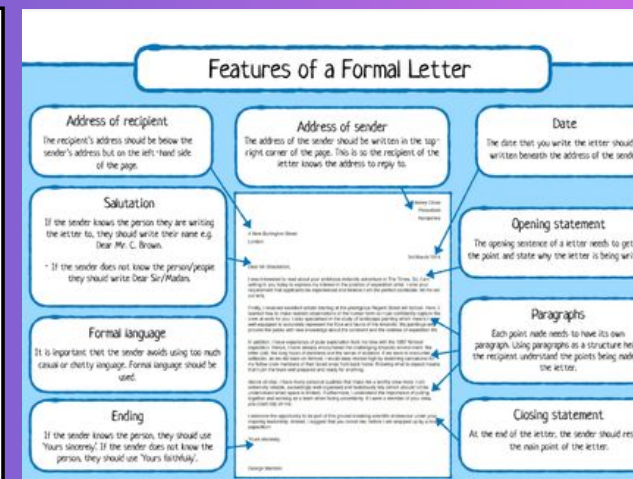
Be engaging
Be informative
Facts
Opinions

Sum up what the film/book etc. is about
Give an overview point of view
Be knowledgeable – talk about similar films/books
Make recommendations

D	Direct Address- the speaker directly refers to the audience using pronouns like "you," "your," "we," "us,
A	Anecdote - a short personal story
F	Facts - A statement that is proven true.
O	Opinion - Personal beliefs, judgments, or viewpoints that are not necessarily provable.
R	Rhetorical Question - uestions asked for effect, without expecting a direct answer.
E	Emotive Language - Words and phrases specifically chosen to evoke a strong emotional response
S	Statistics - number facts
T	Triplets - groups of three

Letter

- **Features of a letter format:**
- **Addresses of sender and recipient**
- **Date**
- **Introduction**
- **Conclusion**
- **2 short, main paragraphs**
- **Named signed off**



Article

- **Headline**
- **Picture(s) with caption**
- **Short paragraphs written in columns**
- **Intro which addresses the 5 Ws (what, where, who, why, when)**

Formal

A situation/text which is completed in a way that follows a set of rules or etiquette.

Informal

To have a relaxed, friendly or unofficial structure or nature.

Punctuation marks

When writing you should be using a variety of punctuation marks...

 comma	 semicolon	 colon	 full stop	 exclamation mark	 question mark
 apostrophe	 quotes	 double quotes	 hyphen	 dash	