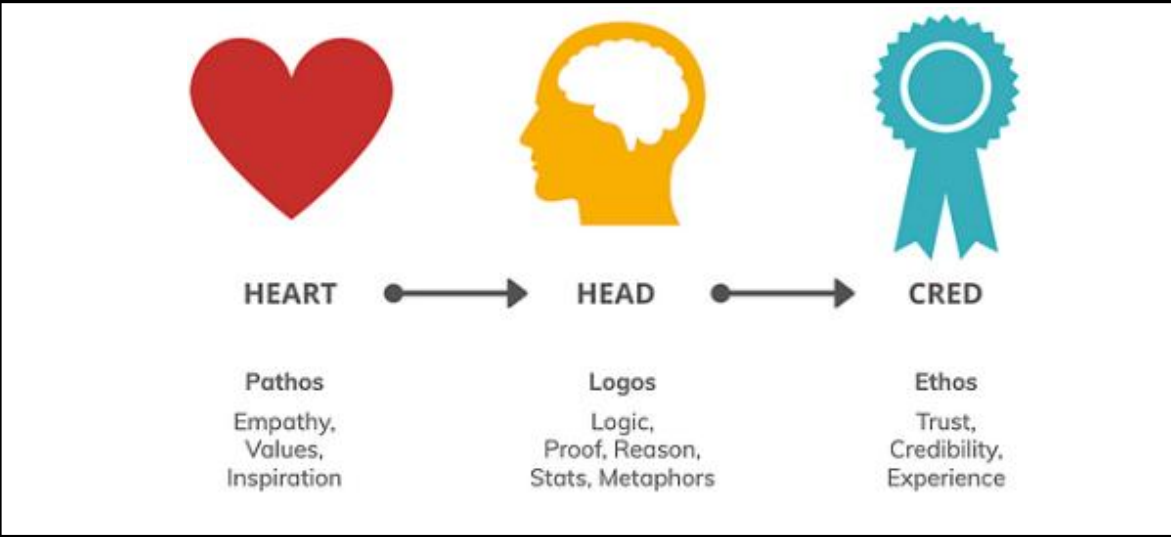


Marginalise	To treat a person, group, or concept as insignificant or peripheral
Pride	A feeling of deep pleasure or satisfaction derived from one's own achievements
Derogatory	Showing a disrespectful attitude; belittling; disparaging
Perspective	a point of view
Ideology	A system of ideas and ideals
Culture	The customs and achievements of a particular nation, people, or group.
Diversity	The state of being diverse; variety.
Empathy	The ability to understand and share the feelings of another.



Rhetoric

Rhetoric is the art of persuasion. It's about using language effectively and cleverly to convince someone to agree with your point of view, to take a certain action, or to believe something.

Think of it like this:

You're trying to win an argument:
You're using rhetoric to make your case strong.

You're telling a story that makes people feel a certain way: You're using rhetoric to create an emotional connection.

You're giving a speech to get people excited about something: You're using rhetoric to inspire them.

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

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 - Questions 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 Writing

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

Report Writing

- **A report is a formal document, which is used to present an unbiased view on a subject or topic.**
- **Formal language and a serious tone must be used.**
 - **Your report needs an appropriate title, an introduction, 2-3 main paragraphs and a conclusion which includes recommendations.**
- **Before each paragraph, you should use a subtitle to make it clear what each paragraph is about.**

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.

Article Writing

An article is a piece of writing included in a newspaper or magazine. It is not the headline news, but a discussion of a topical interest, often from a particular point of view.

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