

KNOWLEDGE ORGANISER YEAR 7 AUTUMN 2

Rhetoric and Transactional Writing



Morality

Right & Wrong. Moral means "right". Immoral means "wrong". ROOT word from Latin "moralis" meaning – proper behaviour.



Responsibility

Irresponsible behaviour has negative consequences. Sometimes people neglect their responsibilities. Sometimes they deliberately refuse to accept them.



Injustice

When something is unfair it is an injustice. The adjective is "unjust".



Writer's Methods

1. Rhetoric
2. Ethos
3. Pathos
4. Logos
5. Transactional Writing
6. Introduction
7. Topic sentence
8. DAFOREST techniques:
9. Direct Address
10. Anecdote
11. Facts and statistics
12. Orders (imperatives)
13. Rhetorical Question
14. Emotive Language
15. Superlative Forms
16. Triplets
17. Opinion
18. Tone

Why do we study Rhetoric and Transactional Writing?

In life we need to know when people are trying to persuade us so we are not easily swayed or manipulated. It is also very useful to be able to persuade others of what we think is right or best!

In English we must learn to write well with accuracy and style. We need to be able to argue persuasively.

The skills we learn in this unit will be built on in **Years 8 & 9 when we read and write non-fiction texts about the environment and about identity**. By KS4 we will be able to write accurately and convincingly (transactional writing is worth **25% of the final GCSE Language grade**).

Paragraph Structure

1. Topic Sentence
2. The 3 point rule
3. Connectives
4. Pronouns
5. Subordinate clauses
6. Repetition of subject

Definitions of Key Subject Terms

WRITER'S METHODS



1. **Rhetoric** - is the art of convincing and persuading people using language in public speaking or writing. It basically means the art of speech for a purpose. selfish
2. **Ethos** - this is where you make it clear to your audience/reader that YOU are the right person to speak on the topic you are talking about
3. **Pathos** - how you create an emotional response in the audience or reader
4. **Logos** - how you organise and sequence your ideas so that your argument is water-tight & convincing
5. **Transactional Writing** - any non-fiction text that is written to communicate an idea or information e.g. letters, leaflets, articles, speeches, essays
6. **Introduction** - the opening paragraph in which you state the issues and ideas that your speech or text will be about.
7. **Topic sentence** - the opening sentence of each paragraph. It will clearly and briefly outline what topic you will be writing about in that paragraph.
8. **DAFOREST** - these 8 letters stand for the 8 persuasive devices below:
9. **Direct Address** - the second person pronoun 'you' to directly address the audience/reader.
10. **Anecdote** - a personal story which relates to the topic or theme of the speech or writing and nicely illustrates your point
11. **Facts and Statistics** - the use of data and facts; they are often used in persuasive writing to strengthen and support opinions and arguments
12. **Orders (imperatives)** - also known as bossy verbs or commands. These verbs directly tell someone to do something. Example, 'Listen to me', 'Think about this...!', 'Stand up for what you believe'
13. **Rhetorical Question** - a question that does not require an answer because the answer is implied either in the question itself or in the argument of the writing or speech. Your audience/reader will naturally agree with you if you have made a strong case!
14. **Emotive Language** - The use of words which describe powerful emotions or which cause the audience to feel a powerful emotion in response to hearing the language. Example, a speech about helping less fortunate children may use emotive language to extract feelings of sympathy from the audience - "These *neglected* and *abused* children are *vulnerable*; surely they deserve not just our *pity* but our *care*?"
15. **Superlatives** - an adjective which is used to show something has a quality to the greatest or least degree. Example: 'You can help save some of the most vulnerable animals and stop one of the greatest environmental injustices of our time.'
16. **Triplets** - Also known as the rule of three. This is when you give three examples to support a point or use three adjectives to describe something in either a positive or a negative way. Example: "This is not only cruel and but ultimately self-destructive too"
17. **Opinion** - a view or judgement about something, not necessarily based on fact or knowledge.
18. **Tone** - The attitude of the speaker towards their subject. Example: light hearted & humorous; or serious & grave
19. **Structure** - how the writer organises and sequences their ideas
20. **Contrast** - when two very different things are described or pointed out e.g. "There is great wealth in our society, and there is great poverty also."
21. **Anaphora** - when the same phrase is repeated at the start of 2 or more sentences e.g. "we are tired of excuses. We are tired of denials. For now is the time for action - not prevarication!"

Sentence Structure

1. **Topic Sentence** - a sentence at the beginning of your paragraph that establishes the main idea of that paragraph
2. **The 3 point rule** - at least 3 sentences (that don't repeat themselves) which develop the main point in a paragraph. Any fewer than 3 sentences means your paragraph is not detailed or developed.
3. **Connectives** - Words like 'However' & 'Furthermore' (discourse markers) or 'but' & 'and' (conjunctions). They are used to connect ideas together both within and between paragraphs.
4. **Pronouns** - Words like 'this,' 'that,' 'those,' (relative pronouns) are used to refer to previous ideas / people in a sentence. They help link ideas together cohesively (smoothly).
5. **Subordinate clauses** - the part of the sentence that adds extra information but does not make sense by itself; phrases like 'Despite this...,' 'Even though...,' or 'Despite the fact...,' can be used to start a sentence with a subordinate clause e.g. "Despite the fact we want to live in a fair society, there is still a lot of prejudice we need to stamp out."
6. **Punctuation for effect** - Examples like semicolons, parentheses (brackets) or dashes - can all help convey meaning and vary your sentence structure