Your notes

KS3 English: revision notes

Persuasive writing

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Persuasive techniques

- AFOREST: anecdotes, facts, opinions, **rhetorical questions**, **emotive language**, statistics and triplets (the **rule of three**).
- Also: direct address ("you"), repetition, **imperatives** ("Act now"), **hyperbole** (exaggeration) and expert opinions.
- **Emotive language** makes the reader feel strongly: "innocent animals suffering in cruel cages".

Structuring an argument

- Introduction: state your view clearly and hook the reader.
- Paragraphs: one point each, with evidence and an explanation.
- **Counter-argument**: mention the other side, then rebut it (explain why it is wrong). This makes you seem fair and strengthens your case.
- Conclusion: sum up and end with a call to action.
- Link ideas with **discourse markers**: firstly, furthermore, however, on the other hand, therefore, in conclusion.

Forms and register

- Speeches, letters, articles, leaflets and blogs can all **persuade**.
- Use a formal **register** for a head teacher or newspaper: Standard English and no slang.
- Formal letters: "Dear Sir or Madam" ends "Yours faithfully"; "Dear Mrs Le Page" ends "Yours sincerely".

Key terms

Persuade	Try to make someone agree with you or do something.
Rhetorical question	A question asked for effect, without expecting an answer.

Emotive language	Words chosen to make the reader feel strong emotions.
Rule of three	Listing three things for emphasis.
Counter-argument	The opposing view, which you then argue against.
Rebuttal	Explaining why the opposing view is wrong.
Imperative	A command, such as "Sign the petition".
Hyperbole	Deliberate exaggeration.
Discourse marker	A word or phrase that links ideas, such as "however".
Register	How formal or informal language is.

Your notes

Quick questions

Cover the answers and test yourself: remembering is what makes it stick.

1. Which of these is a rhetorical question?
2. What is the rule of three?
3. What is emotive language?
4. What is a counter-argument?
5. How should you sign off a letter that begins "Dear Sir or Madam"?
6. How should you sign off a letter that begins "Dear Mrs Le Page"?
7. Which of these is an imperative?
8. Which discourse marker introduces a contrasting idea?

Answers

1. Do we really want our town to be ruined?
2. Listing three things for emphasis
3. Words chosen to make the reader feel strong emotions
4. The opposing view, which you then argue against
5. Yours faithfully
6. Yours sincerely
7. Sign the petition today
8. However

What to do next

Practise 12 questions on this topic

Try 4 exam questions, with mark schemes

Read the lesson, one step at a time

Free revision for GCSE and KS3 at lycolearn.co.uk. Some notes are for one exam board only, and say so in brackets.