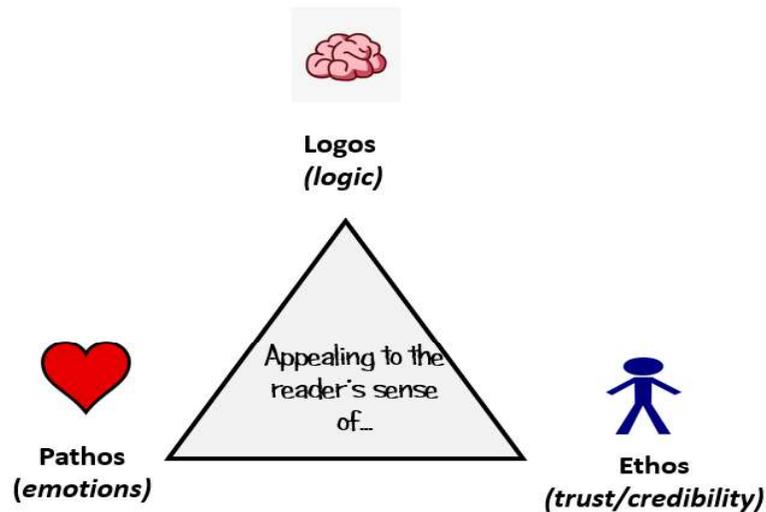


Knowledge Organiser: Art of Rhetoric

The Aristotelian Triangle of Persuasion



PAFT of non-fiction		
Purpose	Why was the text written?	persuade/ inform/ entertain/ advise
Audience	Who is the intended audience?	For example, the targeted audience of a football article would be football fans
Format	What type of non-fiction text is it?	letter/ article/ speech/ leaflet/ magazine /advert
Tone	What emotions are presented/is the writer trying to evoke?	Look at the pathos section!

	Ethos 	Logos 	Pathos 
What?	Your writing must present you as trustworthy and respectable, to encourage the reader to believe in you.	Your writing must contain facts and relevant information to appeal to the reader's sense of logic and reason.	Your writing must contain moving language and stories which evoke emotions from the reader.
How?	<ul style="list-style-type: none"> ✓ Your character & reputation ✓ Your personal attachment to the topic ✓ Your level of experience in the topic ✓ Opinions ✓ Anecdotes 	<ul style="list-style-type: none"> ✓ Facts ✓ Statistics ✓ Expert's opinions 	<ul style="list-style-type: none"> ✓ Emotive language ✓ Anecdotes ✓ Rhetorical questions ✓ Direct address
Vocab:	<ul style="list-style-type: none"> • Credibility • Trustworthy • Reputation • Experience 	<ul style="list-style-type: none"> • Logic • Reason • Facts 	<ul style="list-style-type: none"> • Sympathy • Empathy • Outrage • Inspired • Motivated • Proud • Frustrated

Knowledge Organiser: Writing Skills

IAMAFORESTER Techniques		
Imperative verbs	Verbs that give an instruction.	stop, start, walk, speak
Anecdote	A story about a real person or incident.	Telling someone about something that has happened to you in the past.
Modal verbs	Verbs that express possibility or necessity	must, should, would, might
Alliteration	When the same letter or sound occurs at the beginning of close words	The sweet birds sang.
Facts/figurative language	<ul style="list-style-type: none"> Facts are things proven to be true Figurative language is when you use words in a way to create meaning 	<ul style="list-style-type: none"> WWII started in 1945. using metaphor/simile.
Opinion	What you believe (personal or expert's opinion)	The north of England is a fantastic place to live.
Rhetorical devices: <ul style="list-style-type: none"> Rhetorical questions Pronouns Direct address 	Appealing directly to the reader.	Rhetorical question: How would you feel? Pronouns: I/you/we Direct address: you
Emotive language	Deliberately choosing words that promote an emotional response.	The poor, neglected dog was found starving and alone.
Statistics	Using or analysing numerical data	87% of people surveyed enjoyed the product.
Triples	The use of three for effect.	Eg: the harsh, desolate, terrible conditions
Exaggeration	Otherwise known as hyperbole- making something seem better or worse than it really is.	Eg: she must have been the smartest woman in the world.
Repetition	The action of repeating something that's been said or written.	Eg: two times he said so, two times too many.