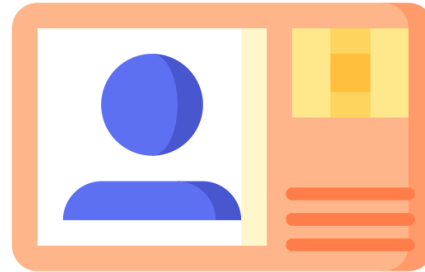


# Y9 Identity (Reading and Writing) - Knowledge Organiser

## Glossary of key persuasive techniques:

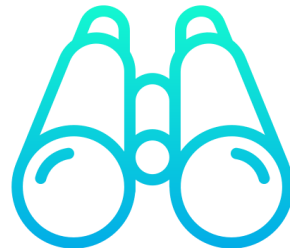
These are easy to remember if you use the acronym: **I AM A FORESTER**

Word	Definition
<b>I</b> mp erative Verbs	Give a command e.g. Stop running!
<b>A</b> ncedote	A short personal story that helps illustrate your point. TIP: Make these emotive for increased effect.
<b>M</b> odal Verbs	Show how likely something is to happen e.g. should, would, could, might, must. TIP: Choose these carefully as they alter the tone of your writing e.g. must is much more commanding than should.
<b>A</b> lliteration	The initial letter at the beginning of a word is repeated on two or more words.
<b>F</b> acts	Things that are known to be true. These make your arguments more persuasive as you are evidencing truth in them and it is hard to argue with the truth.
<b>O</b> pinions	What someone thinks. This can be you, someone that has experience of the topic you are writing about or an expert. If you are using expert opinion, and you should, you need to make them an expert in topic. E.g. Dr Goodley, a professor in _____ at Oxford University, argues that...
<b>R</b> hetorical Questions	A question you ask to make your reader think about something specific. Don't just add 'Is that what you want?' to the end of a paragraph, make them more nuanced than that.
<b>E</b> xaggeration	Making something sound bigger, better, brighter, stronger etc. than it actually is.
<b>S</b> tatistics	Presenting facts with numbers. Make them persuasive but believable and show where the statistics came from. E.g. statistics from the National Office for Statistics show that one third of all people...
<b>T</b> riple	Any kind of list of three. It could be a sentence that contains three parts – this is especially successful if they are the same structure. It could also be three adjectives to describe something.
<b>E</b> motive Language	Language used to make the reader feel a particular emotion.
<b>R</b> epetition	Saying something more than once. You might have an idea that is repeated throughout your writing or it might be a word/ phrase that you repeat.



## Identity

## Media



## perspectives

## Reality outside of the media



**Big Idea: Can you remember who you were, before the world told you who you should be?**

*This is the 'Big Idea' for this unit. We are bombarded with messages from music artists, magazines, social media, the news, TV and film, the government, schools and any other organisation or form of media you can think of all of time. All of these messages are telling us who we should be, how we should look and how we should act because of our age, gender, job, where we live, how much we earn etc.*

*This unit is all about breaking these down and asking ourselves:*

**Who am I?**

