

Question 5 Overview

- Question 5 is worth 40 marks and you should spend 40-45 minutes on it.
- You will be given a statement to focus your response on. Read the statement and identify which form you are writing in.
- Identify what the purpose is and plan to meet this purpose.
- Check if they have given you a specific audience e.g. a local council or your classmates to write for and aim to write for this audience.
- Avoid ranting and criticising the reader. Be respectful and offer clear reasons.
- Remember to show off your writing skills (punctuation, vocabulary, sentence forms, paragraphs, literary devices).

Writing an article

- An article should be formatted with a headline and sub-headings to give an overview of the topic and your opinion on the statement.
- You should open with an introduction that outlines your overall opinion and the ideas that you are going to present to support this. Rhetorical questions can work well as an opener because they engage the brain's limbic system.
- You should offer a range of ideas to support your view.

Writing a speech

- To open a speech, ensure you greet the audience.
- To conclude a speech, ensure you thank the audience for listening.
- Your speech might try to unify, bring people together and offer hope.
- You might predict the future if your speech isn't acted on.
- You might anticipate objections in your speech and pre-empt them by giving solutions e.g. 'some of you may think... however...'

Writing a letter

- A letter should have your address and the date on the right-hand side. You may wish to put the recipient's address on the left-hand side as well.
- You should open your letter with 'To Whom it May Concern' or 'Dear...' choosing Sir/Madam or a specific name.
- You should sign a letter off with 'Yours Faithfully' if you do not know the person you are writing to, or 'Yours Sincerely' if you do.



Purpose	The purpose is what the writing is trying to achieve. To inform the audience? To persuade them? To argue a point?
Form	The form is the type of text. This could be an article, speech or letter.
Audience	This is who the writing is intended for.
Register	This is the formality and tone of a text. You should aim to be reasonably formal in your writing.
Headline	A sentence, often attention-grabbing, that indicates the topic of the article below.
Sub-heading	Smaller mini-headlines that break the article down into manageable sections.
Logos	Offering logic, reason and proof.
Pathos	Bringing out emotions, usually pity or sadness, in your audience.
Ethos	Building your own credibility so the audience trust you.
Expert Opinion	When a professional person gives their opinion on a topic.
Jargon	Subject-specific terminology.
Anecdote	A short, true story to engage your audience.
Analogy	A comparison between two things to help an explanation.
Anaphora	Beginning three consecutive sentences in the same way.
Repetition	Using 'we', 'us' or 'our' to make the audience feel involved.
Inclusive Pronoun	Repeating words or phrases to reinforce your argument.
Direct Address	Speaking directly to the audience using 'you'.