



What will we study in this unit?

- A range of different important topics and writing styles.
- How to plan, write, edit, re-draft, and assess a piece of non-fiction writing.
 - How to write accurately.

Key Vocabulary		Persuasive (Rhetorical) Methods	
Campaign	An organized course of action to achieve a goal.	Direct Address	Talking directly to the reader/audience
Rhetoric	Language used to persuade.	Anecdotes	Short personal story from the writer's experience.
Conventions	The common features and rules we expect to see in a certain type of writing.	Fact	Something that is true.
Sustainable	Able to be maintained at a certain rate or level.	Opinion	What someone thinks or feels about something.
Ecological	Keeping nature healthy and balanced.	Rhetorical Question	A question you ask to make a point, not to get an answer.
Hook	A strong opening that grabs the reader's or listener's attention.	Emotive Language	Language that creates an emotional response (usually anger or sympathy).
Call To Action	A section that tells the reader what they should do next.	Statistics	Numbers and figures that show information about the topic.
Case Study	A real-life example used to prove a point.	Triple	Three words or phrases in sequence to build up effect.
Success Criteria for Great Non-Fiction Writing <ul style="list-style-type: none"> • I include persuasive techniques to convince the reader • I stay focused on the topic and give clear ideas • I use the right conventions for the form (speech, letter, article...) • I use powerful vocabulary to get my message across • I use paragraphs and link my ideas clearly • I write in the correct tense and use punctuation properly 		Exaggeration	Saying something is bigger or more extreme than it really is.
		Repetition	Using the same word or phrase more than once to make it stand out.

Non-Fiction Writing Forms and Features

Name	What is it?	Key Features
Speech	A piece of writing meant to be spoken aloud to persuade or inspire	Address the audience, persuasive tone, use of rhetorical devices, clear sign-off
Letter	A written message to a specific person or group	Address/greeting, structured paragraphs, persuasive tone, formal ending
Article	A piece of writing for a newspaper or magazine	Headline, by-line, strapline, subheadings, overview paragraph, clear structure
Leaflet	A short, informative or persuasive piece of writing for readers	Headings, bullet points, persuasive and informative tone, clear layout