

Using persuasive techniques: DAFORREST

Rhetorical technique	Definition	Example
Direct address	Using the pronouns 'You' and 'Your' to talk straight to the reader.	Do you think it is fair that teenagers are stereotyped by the media?
Anecdote	A short story to illustrate a point	A friend of mine experienced the most awful events when they
Facts	Information that can be proven	Global temperatures are rising each and every year.
Opinion of expert	Something from a person whom people believe	Dr Claire Smith of Oxford University claims, "Global warming is"
Repetition	Use of a word or phrase more than once	We must try harder. We must work together. We must act
Rhetorical Question	A question to make the audience think. No answer needed.	Is there ever an excuse for rudeness?
Emotive appeal	Encouraging feelings of guilt, sympathy, fear, regret etc.	How are these poor, weak, defenceless animal supposed to avoid
Statistics	The use of percentages or fractions to seem convincing	In Britain over 62% of people
Triple	The use of three words/phrases in a row for impact.	Wildlife is precious, valuable and beautiful, so we need to

Genres of non-fiction writing

Genre	Key features
Letter	Addresses, date, greeting (Dear), paragraphs, sign-off (yours sincerely/faithfully)
Speech	Title, greeting (Good morning), paragraphs, Thanks (Thank you for listening ...)
Article	Title (with pun/alliteration?), Paragraphs, byline (writer's name)
Leaflet	Title, subheadings, bullet points, WWWWWH (what, when, where, why, who, how)
Essay	Title, thesis statement, clear line of argument.

Proof read your work

Allow yourself some time at the end to check your work:

1. Do your sentences all start with capital letters?
2. Do all names have capital letters?
3. Do all sentences end with a full stop, a question mark or an exclamation mark?
4. Have you used paragraphs?
5. Have you used apostrophes? Can't, I'm, They'll
6. Have you used the right homophone – their/there/they're?

Use ambitious vocabulary

Pretty	Boring	Exciting	Calm	Angry	Lazy
Enchanting Captivating Resplendent Opulent Breathtaking Radiant Alluring Mesmerising Picturesque Aesthetic	Tedious Monotonous Dull Uninteresting Mundane Lacklustre Drab Ho-hum Stale Inspid	Thrilling Electrifying Exhilarating Enthralling Stimulating Riveting Energetic Pulsating Intriguing Dynamic	Serene Tranquil Placid Unperturbed Undisturbed Halcyon Pacific Equanimous Still Composed	Furious Wrathful Indignant Incensed Irritated Enraged Vexed Resentful Infuriated Outraged	Indolent Idle Slothful Apathetic Lethargic Inactive Lackadaisical Unmotivated Sluggish Procrastinating
Small	Large	Scared	Sad	Shame	Tense
Minuscule Petite Diminutive Lilliputian Microscopic Infinitesimal Atom-sized Compact Slight Dainty	Massive Colossal Enormous Gigantic Immense Monumental Titanic Substantial Vast Mammoth	Terrified Petrified Apprehensive Panicked Aghast Horrificed Tremulous Alarmed Intimidated Dismayed	Miserable Discontented Dismal Woeful Melancholy Despondent Sorrowful Dejected Wretched Forlorn	Embarrassment Humiliation Mortification Disgrace Regret Chagrin Self-consciousness Awkwardness Remorse Abashment	Nervous Anxious Agitated Stressed Strained Edgy On edge Wound up Unsettled Perturbed
Puzzling	Jealous	Ambitious	Happy	Light	Dark
Confounding Baffling Perplexing Mystifying Bewildering Unfathomable Enigmatic Intricate Complex Cryptic	Envious Covetous Green-eyed Resentful Invidious Possessive Competing Grudging Rivalrous Suspicious	Driven Aspiring Goal-oriented Determined Enterprising Focused High-reaching Zealous Eager Avid	Joyful Ecstatic Content Delighted Euphoric Elated Jubilant Exultant Blissful Radiant	Radiant Luminous Glowing Brilliant Dazzling Illuminated Shimmering Gleaming Effulgent Resplendent	Obscure Shadowy Murky Dim Gloomy Tenebrous Shaded Dusky Sombre Blackened

Vary your sentence starters

	Start your sentence with an:
I	-ing word (present participle)
S	Simile
P	Place word / Preposition (Under/ over/beneath/ behind/ within / on / adjacent to)
A	Adverb (-ly word)
C	Conjunction (FANBOYS)
ED	-ED word (past tense verb)

Advanced Rhetorical Techniques

Advanced techniques	Definition	Example
Hyperbole	Exaggeration for effect of persuasion	Our world is burning and the fire is spreading ...
Counter argument	Giving an opposing view to your own for the purpose of undermining it.	Many people believe that However, this is wrong, because ...
Hypophora	Asking a question in one sentence and deliberately answering it in the next.	Are there occasions when prejudice is acceptable? No!
Epistrophe	Repetition of a word or expression at the end of successive phrases or sentences.	We must stop now. The time to act is now. The crisis is now.