

Power to the People! Non-fiction.

Why?

This half-term's learning centres around the power of rhetoric! We will be looking at some of the most powerful and influential speeches ever written that have been the catalyst for societal change. You will use your learning of key persuasive devices to analyse the effectiveness of existing speeches and successfully write passionately about pivotal societal issues.

Key Concepts

Rhetoric— language designed to have a persuasive effect and encourage the readers/listeners to act.

Ethos— an appeal to character/credibility.

Logos—a logical approach.

Pathos—an emotional approach.

Articulation—clear and distinct sounds in speech.

Elocution—the skill of clear or expressive speech.

Inclusive Language — using language such as 'We' and 'Us' to create a feeling of togetherness.

Counter Argument — introduce and demonstrate an awareness of what those on the other side would say...before proving them wrong!

Rhetorical Devices

Direct address—speaking directly to the audience; often contains personal pronouns such as 'you'.

Facts—known or proven to be true.

Opinions—personal preference. Does not have to be proven to be true.

Emotive language—language designed to evoke an emotion from the reader.

Statistics—data involving numbers.

Triplets— three powerful words or phrases used in succession.

Flattery—excessive praise given to further one's own interests.

Imperatives—a command or a request.

Counter arguments—introducing an alternative viewpoint and reinforcing why it is incorrect.

Inclusive language—choice of language which creates a sense of unity between speaker and audience.

Vocabulary

Rhetoric—language designed to have a persuasive effect.

Toxic masculinity—a set of attitudes and ways of behaving expected of men in a society; regarded as having a negative impact.

Feminism—the advocacy of women's rights and gender equality.

Perspective—a particular attitude towards something; a point of view.

Empathy—ability to understand the feelings of another.

Activism—campaigning to bring about political or social change.

Compliance—the fact of following a wish or command.

Recall and Embed...

Rhetorical question—a question in which no answer is needed as it is implied.

Alliteration— using the same sound at the start of two closely linked words.

Repetition—word or phrase repeated in a piece of work for effect.