

# **Text Types**

- Letter
- Speech
- Campaign

### **Text Structure**

- Use of 2nd person
- Personal pronouns
- Planned repetition
  - Facts and statistics
    - Hyperbole

# Link to other style ideas

- Link to oracy—read aloud, practise aloud e.g. speeches
- Use of colour and images e.g. advertisements

Vote for change!

## **Grammar and Sentences**

Use imperative and modal verbs to convey urgency

Buy it today! This product will transform your life!

Use adverbials to convey sense of certainty,

• Surely we can all agree...?

Use of the subjunctive form for formal structure

• If I were you, I would...

Use **semi-colons** to structure repetition,

• Bring your friends; bring your children; bring the whole family!

Use noun phrases to add detail and description,

Our fantastic resort has amazing facilities for everyone

Use **relative clauses** to provide additional enticement

• Our hotel, which has 3 swimming pools, overlooks a beautiful beach

#### **Adverbials**

firstly furthermore in addition however never the less therefore consequently in conclusion

#### Conjunctions

if because although unless since even if rather whereas in order to whenever whether

# **Informal** and formal vocabulary

Use **short sentences** for emphasis

• This has to stop!

find out discover

ask for request

go in enter

a lot of numerous

better improved

# **Punctuation Content**

Use of the **semi-colon**, **colon** and **dash** to mark the boundary between independent clauses [for example, It's raining; I'm fed up; this our chance—our only chance—to make a difference]

How **hyphens** can be used to avoid ambiguity [for example man eating shark versus man-eating shark, or recover versus re-cover