

Unit 3 Writing Types

Always identify P.A.F. in the question. When you know who your audience are you then decide how formal you need to be.

Writing type	Advice	Task Type
Argumentation	It will have the words ' <i>giving your views</i> ' in the question. This means that you need to look at more than one view point. You are not trying to persuade.	Formal/informal letter Article Report Speech Review.
Persuasion	It will have the word 'persuade' in the question. You pick one side and run with this. PICK THE SIDE WHICH YOU HAVE MORE TO WRITE ABOUT. You need to use persuasive techniques here to persuade your audience to believe what you are saying.	Formal/informal letter Article Report Speech Review.

Task Type	Features	How do I score marks?
Formal letter	<ul style="list-style-type: none"> • Two addresses • Date in full • Dear Sir/Madam= Yours faithfully • Dear Mr Jones = Yours sincerely. 	Ambitious vocab Writing for the intended audience Varied sentence structure Correct spelling Correct use of punctuation.
Article	<ul style="list-style-type: none"> • A catchy title which gives some information about the article itself. • Lively opening • Plenty of detail about the topic. • A final paragraph summarising the article leaving the reader with a clear final impression. 	Ambitious vocab Writing for the intended audience Varied sentence structure Correct spelling Correct use of punctuation.
Speech	<ul style="list-style-type: none"> • Exactly how you wrote your Individual Presentation. If you have to persuade in the speech remember to use persuasive 	Ambitious vocab Writing for the intended audience Varied sentence structure

	techniques.	Correct spelling Correct use of punctuation.
Report	<ul style="list-style-type: none"> • Headings. • Scientific approach no 'I','WE'OR 'US'. Third person and formal always. 	Ambitious vocab Writing for the intended audience Varied sentence structure Correct spelling Correct use of punctuation.
Review	<ul style="list-style-type: none"> • A catchy title • Lively opening • Some detail about the item being reviewed. • Strengths (keep this brief) and weaknesses- focus more on the weaknesses. • A final paragraphs summing up your main opinion of the item- be negative as these are more interesting then something positive. 	Ambitious vocab Writing for the intended audience Varied sentence structure Correct spelling Correct use of punctuation.

Examples of the text below:

Formal letter

Your address
Your town
Your county
Your postcode
(miss a line)

Date IN FULL e.g. 27 April 2012

The address of the person you are writing to
Their town
Their country
Their postcode

Dear Sir/Madam/Name in full

Paragraph your letter

If you know their name: finish with *Yours sincerely*

If you don't know their name: finish with *Yours faithfully*

Example of a Report

Written by: Mrs Hanney

Written for: The Headteacher

Subject of the report: Healthy Eating at Holyhead High School.

Date: 10th February 2016

Problems:

1. **Availability:** one of the key findings from research which was conducted found that many pupils felt that the school does not encourage any form of healthy eating. At present, the only form of healthy eating is that of a small fruit bowl which is located in the canteen. This often results in only a minority of pupils gaining access to some form of healthy eating foods. Pupils do not feel that this is a structure which accommodates over 1200 pupils in the school.
2. **Cost:** pupils at the school feel that the canteen charge too much for the fruit which is available. The average price of an apple is £1.50 which pupils feel is an extortionate amount. Pupils feel that setting the price at such a high rate does nothing to encourage them to buy or eat healthily. Furthermore, there is a vending machine situated next to the fruit bowl and pupils can purchase a chocolate bar for less than 70p.
3. **Funding:** research has also highlighted that the canteen staff struggle to purchase any form of healthy eating foods. The majority of their allocated budget is spent on meat and a little selection of vegetables.

Possible Solutions:

1. The canteen staff should increase the amount of fruit and vegetables which they buy. There should also be a wider selection of fruit on offer as this would help to increase the number of pupils who choose to eat healthily.
2. The canteen staff should reduce the price of fruit. This would encourage more pupils to spend their money on fruit as opposed to a chocolate bar.
3. The canteen staff should be allocated a greater amount of money as this will enable them to spend more of their budget on trialling 'healthier' food options.

Conclusion:

- Ensure that there is a greater choice of healthier foods on display in the canteen.
- A review of the current price list for fruit.
- An increase to the canteen's budget.

Example of speech

'We Need to Act': Transcript of Obama's Climate Change Speech

U.S. President Barack Obama speaks as he unveils his plan on climate change, June 25, 2013 at Georgetown University in Washington, D.C.

On Christmas Eve, 1968, the astronauts of Apollo 8 did a live broadcast from lunar orbit. So Frank Borman, Jim Lovell, William Anders -- the first humans to orbit the moon -- described what they saw, and they read Scripture from the Book of Genesis to the rest of us back here. And later that night, they took a photo that would change the way we see and think about our world. It was an image of Earth -- beautiful; breathtaking; a glowing marble of blue oceans, and green forests, and brown mountains brushed with white clouds, rising over the surface of the moon.

And while the sight of our planet from space might seem routine today, imagine what it looked like to those of us seeing our home, our planet, for the first time. Imagine what it looked like to children like me. Even the astronauts were amazed. "It makes you realize," Lovell would say, "just what you have back there on Earth."

Now, we know that no single weather event is caused solely by climate change. Droughts and fires and floods, they go back to ancient times. But we also know that in a world that's warmer than it used to be, all weather events are affected by a warming planet. The fact that sea level in New York, in New York Harbor, are now a foot higher than a century ago -- that didn't cause Hurricane Sandy, but it certainly contributed to the destruction that left large parts of our mightiest city dark and underwater.

As a President, as a father, and as an American, I'm here to say we need to act.

I refuse to condemn your generation and future generations to a planet that's beyond fixing. And that's why, today, I'm announcing a new national climate action plan, and I'm here to enlist your generation's help in keeping the United States of America a leader - a global leader -- in the fight against climate change.

And someday, our children, and our children's children, will look at us in the eye and they'll ask us, did we do all that we could when we had the chance to deal with this problem and leave them a cleaner, safer, more stable world? And I want to be able to say, yes, we did. Don't you want that?

Americans are not a people who look backwards; we're a people who look forward. We're not a people who fear what the future holds; we shape it. What we need in this fight are citizens who will stand up, speak up, and compel us to do what this moment demands.

It makes you realize," that astronaut said all those years ago, "just what you have back there on Earth." And that image in the photograph, that bright blue ball rising over the moon's surface, containing everything we hold dear -- the laughter of children, a quiet sunset, all the hopes and dreams of posterity -- that's what's at stake. That's what we're fighting for. And if we remember that, I'm absolutely sure we'll succeed.

Thank you. God bless you. God bless the United States of America

Example of a review.

Despicable Me

Most animated family comedies use variations of the same scenario: the main characters have to overcome obstacles in pursuit of their goal or solving their problems: most often there is also a main antagonist to defeat. Even though such animations are rather predictable, we still enjoy them for their humor and kindness. But what if the antagonist was the main character? If you ask me whether it is possible to combine a family comedy genre with a story about fatherly-acting ultimate criminal mastermind in one animation film, my answer would be: Yes, definitely. Just watch "Despicable Me."

Stories about an evil genius can hardly be funnier than this one. Gru, dreaming to become the most famous criminal, is burning with jealousy caused by the success of his opponent Vector—a young dull man—who managed to steal the pyramid of Cheops, and substitute it with a dummy. Gru decides to steal the Moon; for such a grand crime, he needs money. The Bank of Super Villains refuses to provide Gru with a loan since he does not own a shrinking device needed to make the Moon small enough for theft. Gru manages to steal it from the military, but Vector steals the shrinker. Gru cannot sneak into Vector's fortress; however, he notices that the access to the compound is opened for three little girls from a local hospice who sell cookies for charity. So, Gru adopts three girls hoping to use them for his plan to get the shrinker. He does not know that this will change his entire evil genius career....

"Despicable Me" is hilarious from the beginning and until the ending credits. The creators managed to create credible and convex character types: a nasty-looking but kind Gru; open-hearted and clever girls Margo, Edith, and Agnes; sinister mister Perkins, the head of the Bank of

Super Villains; the silly but impudent Vector; Dr. Nefario delved in his research; and of course the minions. Though the plot is rather predictable, watching “Despicable Me” is still interesting. Many jokes will be funny only for kids, I think, but it is compensated by the perceptible atmosphere of the spy movies of 1960’s, with their stylistics, gadgets, and secret weaponry.

The most remarkable characters in this movie are neither Gru, nor the girls (though there are many funny moments with them as well) but the minions—small yellow creatures artificially created by Gru as his personal servants and army. They are hardworking, totally devoted to their master, and incredibly funny to watch. Perhaps the majority of the funniest moments in “Despicable Me” are connected to minions. Gru’s relationship with his servants (he treats them well, even though sometimes he uses them for experiments) and with his adopted children shows that deep inside, he is truly kind-hearted, despite trying to look evil.

Technically, the movie is superb. The graphics and animation are of high quality, all characters and objects are highly detailed; it is noticeable that the designers and animators worked hard. Gru’s vehicle, which he uses both for ground transportation and as an aircraft, is among the most remarkable objects in the movie for me. Sound and voiceovers are perfect; I especially liked Gru’s weird accent—something in the middle between German and Russian.

“Despicable Me” is a perfect example of a family comedy animation. It tells the story of a villain’s gradual transformation into a loving father (well, even though Gru is just pretending to be evil), and even despite the fact that the plot is secondary, it is still interesting to watch due to high quality humor, convex characters, and beautiful computer graphics and effects. And, of course, the minions!

Star rating : *****

Example of an article

Money, money, money

Football, now a multi-billion - pound business, generates serious debate when it comes to money – and most often when it comes to player's pay. It's something that's thrown in my direction too.

Rooney – £250k / week

Look at Rooney, he's netting £250k a week for running around a field – but can these salaries be justified? Yet if you look at the kind of money that's drawn into the game, you might also understand how these figures become comprehensible. BskyB recently signed a deal with The FA worth £3.4bn, this finding its way to the clubs notwithstanding the millions generated from sponsorship for those clubs, the merchandise and then there's ticket revenue, so it's not too long before these figures begin to make some sense. After all, the players are the spectacle the fans come to see when all's said and done?

Has it gone too far?

I understand this being raised, maybe so, I'd have to agree that it can't keep scaling like it is, that's common sense?

Of course keeping the Rooney's and Toure's on the books is costly to a club, even more costly if you can't afford the wage bill. Just take a look at Rangers recent run in with the tax man – which is likely to see them kicked out the league.

I mean it's all well and good paying the players wage, but clubs get carried away in the moment as they aspire to reach the next tournament or improve on last year's performance. We're a footballing nation – it's arguably the one activity that brings us together, it's essentially a live soap-opera, especially when I'm playing!

Money is linked to success, fact?

Look at this article in the [Guardian](#) and you can typically see that those that spent the most appeared to reap the greater rewards. The better the team, the higher their wage bill – the better the player the more they win. These are the basic fundamentals of football, the pitch is our stage and without the actors the show cannot go ahead. Football is essentially a form of entertainment, fans sit anxiously awaiting and encouraging their team, they pay to see these athletes performing their exceptional talent – they are the spectacle.

It's a different question to ask if money has spoilt football, if players' wages should be capped etc etc. Yet, at the end of the day the clubs are in business, their success is income and as players we're paid to play and entertain, the more you pay the better the show. It's also not unique is it – think about movie stars, authors or business guru's – the market dictates their value, doesn't it

Persuasive techniques which can be used in any persuasive writing task:

Persuasive Techniques.

Patterns of three are used to emphasise an idea. You are more likely to remember them. They are used in PERSUASIVE WRITING for that very reason. Here are some examples,

- “Blood, sweat and tears”
- Location, location, location”
- “Father, Son and Holy Spirit”

- **Opposing pairs**

Exactly that, opposites written together, for example, *hot & cold, fat & thin, light & dark.*

Opposing pairs are used to emphasise each idea as the contrast itself exaggerates each individual word.

- **Repetition**

This is when phrases or words are repeated as a way of emphasising an idea, for example,

Everyone is to blame. Everyone is responsible. Everyone must act now.

- **Emotive Language**

This is where the writer makes you feel responsible/guilty in some way so that you will act. Often used in Cancer Research adverts, Animal Aid adverts. The writer is addressing the reader directly, for example,

By just giving £2 pounds a month, you will be helping Cancer Research find a cure for cancer

- **Exaggeration**

This is where the writer will exaggerate an idea which is not necessarily as bad as they are making out. The writer does this to make the problem/situation sound even more serious than it is, for example,

If this problem is ignored, then I am CERTAIN that it will only end in catastrophe. There is no time to waste. We must act now otherwise it will be too late.

- Use of 'I', 'us', 'you' 'we'.
- Alliteration.
- Rhetorical questions
- Stats and figures
- Opinion.