



Bildungsroman



Identities - poetry



Purpose & Perspective



19th Century - themes



Shakespeare



Spoken Language

Year 9 Knowledge Organiser: Purpose & Perspective

Type of text <i>What is it?</i>
Audience <i>Who is it for?</i>
Purpose <i>Why was it written?</i>
Style <i>How was it written?</i>

Non-fiction: writing that is informative or factual rather than fictional.

Opinion: a view or judgement formed about something, not necessarily based on fact or knowledge.



Perspective: a particular attitude towards or way of regarding something; a point of view.

Purpose: the reason for which something is done or created or for which something exists.

Steps to help you approach an unseen text

- Read** the text
- Identify** and **highlight** 5 words you don't know. Find out what they mean and write the definitions down near to the word..
- For each paragraph/section of the text **write in the margin** 1 word or a phrase that sums up what that paragraph is about e.g. housing, wildlife...
- At the bottom **write a summary** of what the text is about; no more than 30 words.
- Identify** and **note** down the TYPE of text
- Identify** and **note** down the AUDIENCE
- Identify** what the PURPOSE of the text is and **note** it down.
- Highlight** and **annotate** for different style features in the text. Consider: layout, structure and language.

Types	Audience	Purpose	Style		
			Layout e.g.	Structure e.g.	Language e.g.
Speech Autobiography Biography Reviews Information Text Letter Newspaper article Magazine article Blog Website Essay Voiceover Transcripts Diary Leaflet Poster Instructions News report What else?	Think about: Age range Child Adult Teenager Parent Grandparent Interests Education Career Sexuality Gender Ethnicity Identity	Explore Imagine Entertain Argue Persuade Advise Review Comment Analyse Instruct Inform Explain Recount Narrate	<ul style="list-style-type: none"> • Headline • Byline • Pictures • Columns • Titles • Subtitles • Pull quotes • Bullet points 	<ul style="list-style-type: none"> • Beginning • Middle • End • Introduction • Conclusion • Topic sentences • Discourse markers 	<ul style="list-style-type: none"> • 1st/ 2nd/ 3rd person • Tense • Dialogue • Lists • DAFOREST • Formality • Slogans

From

D A F O R E S T

To

R H E T O R I C

Greece, Sophists, Aristotle & Rhetoric

1. **Athens** in Greece is seen as the birth place of rhetoric.
2. People started studying rhetoric because a man's success in Athens depended on his ability to persuade people to **vote him into power**.
3. Teachers of rhetoric were known as **Sophists**.
4. The Sophists would travel from city to city teaching young men in public spaces how to speak and debate. They taught their students how to make a weak argument stronger and a strong argument weak.
5. Sophists believed they could use language and the written or spoken word to win any debate on any subject even if they had no prior knowledge of the topic.
6. The philosopher, **Aristotle**, criticised the Sophists for manipulating peoples' emotions to persuade rather than using the truth. He wrote a book called 'The Art of Rhetoric'.

Language of Persuasion

“**Rhetoric** is the art of discourse, wherein a writer or speaker strives to **inform, persuade or motivate** particular audiences in specific situations.”

ETHOS

APPEAL TO CREDIBILITY

Ethos, the ethical appeal, is used to convince an audience of the author's credibility or character.



Ethos : Ethics

PATHOS

APPEAL TO EMOTION

Pathos, the emotional appeal, is used to invoke sympathy with meaningful language, a moving tone, or touching stories.



Pathos : Path to the heart

RHETORICAL APPEALS

Are the qualities of an argument that make it truly persuasive. To make a convincing argument, a writer appeals to a reader in several ways.

ETHOS - PATHOS - LOGOS - KAIROS

LOGOS

APPEAL TO LOGIC

Logos, the appeal to logic, is used to convince an audience with reason.



Logos : Logic

KAIROS

OPPORTUNE MOMENT

Kairos describes the most suitable time and place for making an argument and the most opportune ways of expressing it.



Kairos : Kairotic moment