

YOUR TOOLKIT FOR EFFECTIVE WRITING

Hint: Pick, mix and match (depending on the requirements of the task)

Persuade / Argue	Describe	Advise
(article, speech, letter, advert, aspects of argumentative essays)	(descriptive essay, narrative, details about events, account, letter)	(speech, letter, article)
<ul style="list-style-type: none"> <input type="checkbox"/> strong beginning and conclusion <input type="checkbox"/> emotive language <input type="checkbox"/> powerful adjectives and adverbs <input type="checkbox"/> rule of three <input type="checkbox"/> alliteration <input type="checkbox"/> short sentences <input type="checkbox"/> rhetorical questions <input type="checkbox"/> use of pronouns <input type="checkbox"/> connectives <input type="checkbox"/> range of punctuation <input type="checkbox"/> catchy slogans <input type="checkbox"/> quotable quotes <input type="checkbox"/> facts and opinions <input type="checkbox"/> statistics <input type="checkbox"/> imperatives (direct address) <input type="checkbox"/> conditional sentences <input type="checkbox"/> exaggeration <input type="checkbox"/> repetition <input type="checkbox"/> anecdote <input type="checkbox"/> concessions and counters <input type="checkbox"/> formal language/ colloquialisms (depending on task) 	<ul style="list-style-type: none"> <input type="checkbox"/> effective adjectives for mood <input type="checkbox"/> figurative language (similes, metaphors, personification) <input type="checkbox"/> alliteration <input type="checkbox"/> range of sentences <input type="checkbox"/> range of punctuation <input type="checkbox"/> symbolism <input type="checkbox"/> extended metaphors <input type="checkbox"/> zooming in and out for details <input type="checkbox"/> powerful adjectives and adverbs to create imagery <input type="checkbox"/> varied paragraph length <input type="checkbox"/> sensory language (see, taste, touch, sound, smell) <input type="checkbox"/> emotive language <input type="checkbox"/> connectives to shift focus <input type="checkbox"/> effective noun and verb choice <input type="checkbox"/> assonance and sibilance 	<ul style="list-style-type: none"> <input type="checkbox"/> personal tone (empathy) <input type="checkbox"/> imperatives <input type="checkbox"/> conditional sentences <input type="checkbox"/> modal verbs for suggestions (should, could, may) <input type="checkbox"/> facts and opinions <input type="checkbox"/> statistics <input type="checkbox"/> first person <input type="checkbox"/> anecdote <input type="checkbox"/> strong conclusion <input type="checkbox"/> effective verbs and adverbs <input type="checkbox"/> similes and metaphors <input type="checkbox"/> formal language/ colloquialisms (depending on task)

Inform	Narrate	Formal and Informal Language
(report/ account/ speech/ letter)	(account/ speech/ letter/ story/ recount/ diary)	(Depending on Task and Audience)
<ul style="list-style-type: none"> <input type="checkbox"/> instructions <input type="checkbox"/> imperatives <input type="checkbox"/> focussed details (what, where, when, why, who, how) <input type="checkbox"/> logical structure <input type="checkbox"/> present tense <input type="checkbox"/> range of punctuation <input type="checkbox"/> range of sentences <input type="checkbox"/> connectors and transitions <input type="checkbox"/> technical language 	<ul style="list-style-type: none"> <input type="checkbox"/> usually past tense <input type="checkbox"/> range of tenses (past perfect/ past continuous etc.) <input type="checkbox"/> plot elements <input type="checkbox"/> range of sentences (to hasten or slow down pace/ to build suspense) <input type="checkbox"/> range of paragraphs (possibly single line paragraph) <input type="checkbox"/> dialogue (for characterisation) <input type="checkbox"/> vivid settings (imagery) <input type="checkbox"/> clear characterisation <input type="checkbox"/> creative structure (in media res, twist, cyclical) 	<p>Checklist for Formal Language:</p> <ul style="list-style-type: none"> <input type="checkbox"/> some passive voice <input type="checkbox"/> nominalisation of verbs <input type="checkbox"/> jargon (technical language) <input type="checkbox"/> connectors and transitions <input type="checkbox"/> complex sentences <p>Checklist of Informal Language Hint: Informal Language does not mean slang.</p> <ul style="list-style-type: none"> <input type="checkbox"/> active voice <input type="checkbox"/> direct address <input type="checkbox"/> colloquialisms <input type="checkbox"/> idioms <input type="checkbox"/> casual tone <input type="checkbox"/> connectors and transitions