English

How do writers craft a sense of voice to convey their attitudes and views

It will write about what a person has:

* Believe
* Think
* Experienced
* Feel

It will take the form of a:

* Article
* Letter
* Speech
* Leaflet
* Essay

Write from your point of view, do not create a character to create to make a viewpoint from.

Both sections of this exam are about viewpoints and attitude. You need to be able to identify writers’ attitudes and you also need to make your own attitudes and viewpoints clear to your readers. You do this by creating a **clear, convincing and authentic voice**

Voice is created through specific, well-selected (nuanced) language choices.

**Key vocab**

* Deplore – condemn. “I am writing to deplore”
* Compel
* Reconsider
* Condemn – judge harshly. “I condemn your decision”
* Deplorable – terrible. “I find this utterly deplorable”
* Abhorrent – terrible. “to do this is, simply, abhorrent”

I am writing to deplore your decision in removing select programmes on Netflix’s platform and compel you to reconsider.

The first paragraph should:

* Create a sense of your voice
* Convey a clear sense of your point of view
* Indicate your intentions
* Create an impact on your reader

In a letter:

Start with **emotion + plea**

For example: I am writing to express my dismay at your decision to raise taxes and urge you to reconsider this

in a broadsheet article:

start with emotive image + emotive image + question

for example: As tax rises continue to blight our country and governments across the world inflict the next wave of economic butchery, can we take a moment to consider those most vulnerable?

|  |  |  |
| --- | --- | --- |
|  | Letter | Broadsheet article |
| Great | Dear Mr Smith,  I am writing to express my dismay at your abhorrent decision to remove controversial programmes off the Netflix platform, and urge you to reconsider this. | As people look to Netflix for comedy, they are disappointed with the lack of controversial shows. This disapproval motivates the destruction of tasteful comedy. Can we let classic comedy die? |
| Not great |  |  |

Careful word choices permeate the text

* Percentage increase is more effective than 1 in 10
* Avoid the formulaic ‘ticking off’ of AFOREST features
* Tell a story – make it matter, make it real and relatable

Developing sophistication

Parallel structures: using ‘unfortunately’ then using ‘fortunately’ short afte

Intensify your view’ ‘not only’ then using ‘but

It is/was both + 2 adjectives. “it was both inappropriate and unjustified”