English Language

Language to Persuade

G GRADED EAD

ACADEMIC SUBJECT CONTENT

Credit Value of Unit 3

Level of Unit 3

Learning Outcomes

<table>
<thead>
<tr>
<th>The student should be able to</th>
<th>Assessment Criteria</th>
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<tr>
<td>1 Demonstrate the ability to write a persuasive text on a specific topic</td>
<td>1.1 Use a range of persuasive techniques to achieve a specific effect</td>
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<tr>
<td>2 Analyse the techniques used in the production of the text</td>
<td>2.1 Employ relevant technical vocabulary to analyse persuasive techniques within own writing</td>
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<tr>
<td>3 Make use of other relevant sources in the production of a text</td>
<td>3.1 Reflect on, and credit, the persuasive techniques of other writers within own writing</td>
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Assessment Methodology

Written piece up to 1500 words.

Grading of this Unit

The following grade descriptors will be applied to the assessment of this unit:

2 Application of Knowledge
3 Application of Skills
4 Use of Information
5 Communication and Presentation
7 Quality

Please refer to the QAA Grade Descriptors for detail of the components of each descriptor
Indicative Content

Please note that the indicative content supplied below is intended as a suggested guide only. It is not meant to be a prescriptive, exhaustive or fully delivered content list.

1 Demonstrate the ability to write a persuasive text on a specific topic

2 Analyse the techniques used in the production of the text

Establishing purpose, audience, context
Understanding where persuasive writing is likely to appear
Techniques/rhetoric – lexical choice in general, inclusive language, e.g. personal pronouns, techniques from logic, repetition and figures, patterning and sound patterning including alliteration, comparisons and imagery of all kinds, rule of three, emotive language, hyperbole, rhetorical questions. Examples and anecdotes
Use of jargon/technical language to impress/influence
Use of statistics, data, examples
Use of tense for effect (e.g. writing in present tense for urgency)

3 Make use of other relevant sources in the production of a text

Reading of different persuasive texts, e.g. advertising copy, editorials, humour, persuasive essays, political and campaigning writing, fiction designed to persuade
Select and analyse relevant texts and writers to use as exemplars and models and reference these in the production of the final piece
Reference source materials as used, and also any critical or reference texts used in the preparation or production of the assignment