

Writing a viewpoint

Have you:

- explained clearly what you want the reader to do?
- remembered why you are writing? (Purpose.)
- remembered who you are writing for? (Audience.)
- remembered what type of text you are writing? (Genre.)
- used rhetorical questions?
- used emotive language?
- used triplets (the rule of three)?
- used statistics or facts.
- used personal pronouns and/or a direct address to the reader?
- used repetition effectively?
- included slogans (if appropriate)?

Writing a viewpoint

W – Why are you writing this?

R – Rhetorical question / Repetition

A - Audience (Who are you writing to?)

P- Polite Language

A – Alliteration

P – Personal Pronouns

L – Lists of three e.g. adjectives

U – Unless, if, because

M – Modal verbs, e.g. would, could

A = AUDIENCE

F = FACTS

O = OPINION

R = RHETORICAL QUESTIONS

E = EXPERT

S = STATISTICS

T = TONE