

Rhetorical Techniques		Aspects of Grammar and Punctuation		Aspects of structure	
<b>Rhetorical question</b>	A question asked to produce an effect, not for replies e.g. <i>why do I bother?</i>	<b>Colons</b>	(:) used to mark a major division in a sentence, to indicate that what follows provides extra detail.	<b>Counter-argument</b>	What someone who disagrees with you might say in response to your ideas/argument.
<b>Theme</b>		<b>Semi colons</b>	(;) used to show a division in a sentence where a more distinct separation is felt between clauses or items	<b>Repetition</b>	the simple repeating of a word, within a short space of words, with no particular placement of the words to secure emphasis.
<b>Tone</b>		<b>Modal verbs</b>	A type of verb that expresses necessity or possibility. e.g. include <i>must, shall, will, should, would, can, could, may, and might.</i>	<b>Discourse markers</b>	A word or phrase used to organize what we are saying in sections, e.g. <i>however or I mean.</i>
<b>Colloquialism</b>	Ordinary or familiar conversation rather than formal speech or writing	<b>Pronoun</b>	A word that refers to the participants in the conversation (e.g. <i>I, you</i> ) or to someone or something mentioned elsewhere (e.g. <i>she, it, and this</i> ).	<b>Effective openings</b>	Grabbing the audience’s attention with techniques that stand out and make people listen (sometimes by being: emotive/descriptive/mysterious)
<b>Direct Address</b>	The use of a term or name for the person spoken to, as in securing the attention of that person e.g. <i>you should be listening to this.</i>	<b>Dashes</b>	A horizontal stroke in writing or printing to mark a pause or break in sense or to represent omitted letters or words.	<b>Bookending</b>	When your speech introduction and conclusion support your speech in a way that provides balance and creates structure
<b>Emotive Language</b>	Language used to create emotion in the audience e.g. <i>‘he was depressed, bedraggled and lonely.’</i>	<b>Brackets</b>	A pair of marks ( ) used to enclose words to separate them from the context.	<b>Narrative Perspectives</b>	The narrator is the voice that recounts events and has the ability to take on different points of view.
<b>Imagery</b>	Words or phrases that are used more than once.			<b>Single Sentence Paragraph</b>	When one line of text is used on its own in a text, normally for emphasis.
<b>Symbolism</b>	Three words or phrases used in a sentence for emphasis				

**Key Concepts**

**Perception:** a particular attitude or way of looking at an issue

**Culture:** the social behaviour and norms found in human societies, as well as the knowledge, beliefs, arts, laws, customs, capabilities, and habits of the individuals in these groups

**Communication:** the reasoning used to support a particular idea or view.

**Key Contexts**

**Prejudice:** affective feeling towards a person based on their perceived group membership (race / beliefs / gender).

**Discrimination:** when people are treated negatively especially on the grounds of race, age, or sex.

**Inequality:** the existence of unequal opportunities and rewards for different social positions or statuses within a group or society