


Paper 2 Section B—Writing—40 Marks and 45 Minutes

Planning: 5 Minutes	 make a bullet point list of what you will write about in each paragraph	Writing: 35 Minutes	Checking and amending: 5 Minutes
There are 40 marks.	The task will tell you the PAF (Purpose, Audience and Form) you should use for the task.	You will ALWAYS be expected to use formal language	Read the question carefully and highlight the PAF keywords

PURPOSE				FORM				
To explain	To argue	To persuade	To advise	A letter	An article	A leaflet	A speech	An essay
Start by expressing your opinion	Be confident that you are right	You need to be confident that you are right, because you are trying to change your reader's point of view.	Give ideas of what a reader :	Your address—top right	Snappy title	Attention grabbing header	Address the audience (Ladies and gentlemen; boys and girls; members of the board of governors ...	Introduction
Give detailed reasons for your opinions	Stay formal and polite	Use FAT HORSE techniques	COULD DO	Their address—below it on the left	Strapline (summarise briefly what it's going to be about)	Use subheadings for each section	FAT HORSE techniques	Linked paragraphs (use connectives)
Provide evidence to support your ideas (make it up if you need to!)	Show that you understand the other side of the argument, but that it is obviously wrong	Criticise and/or ridicule opinions which do not match yours	MIGHT ALSO	Date—under your address	Introduction—to the subject matter	Use bullet points to make it easy to find information	Separate paragraphs for each point	A conclusion summarising what you have discussed.
Sum up the main points of your argument	Use FAT HORSE techniques and connectives	Use imperatives	ANOTHER IDEA	Dear ...,	Subheadings and paragraphs	Don't spend time drawing pictures—draw a box with a caption if you must.	Summarise your ideas and 'Thank you for your time today'	
	Come to a conclusion	Use opinion expressed as fact	etc	Paragraph for each point				
			Give alternative actions	Dear Sir/Madam = Yours Faithfully				
			Don't use imperatives	Dear (name) = Yours Sincerely				
			Be reassuring					
			Use lots of personal pronouns (direct address)					

AUDIENCE Adults ? Teenagers ? Parents ? People in authority ?

24 marks for content and organisation	16 marks for accuracy
<p>Content = your ideas and how you express them</p> <p>Organisation = how you structure your work:</p> <ul style="list-style-type: none"> ◆ Openings ◆ Paragraphs ◆ Conclusion 	<ul style="list-style-type: none"> ◆ Spelling ◆ Variety of Punctuation ◆ Grammar ◆ Variety of Sentence structure ◆ Variety of Vocabulary <p align="center">VARIETY is key!</p>

Persuasive Techniques
<p>F acts</p> <p>A lliteration and Anecdote</p> <p>T riples</p> <p>H umour</p> <p>O pinion</p> <p>R hetorical question and Repetition</p> <p>S tatistics, Imile and Speaking to Reader,</p> <p>E Motive language, Experts, Exaggeration and Examples</p>



Leave some time at the end to check through your work and correct any mistakes.

