

# Language Paper 2 Q5 – Power Phrases

TECHNIQUE	DEFINITION	EXAMPLE	EFFECT ON THE READER
<i>Direct address</i>	Referring to the reader directly using the pronouns 'we' or 'you'.	'You need to do some revision.'	Engages the reader to read on as they feel that, by being addressed directly, the text is specifically for them.
<i>Alliteration</i>	A group of words beginning with the same letter or sound.	'Revision rules!'	Makes the text catchy – it sticks in the reader's head.
<i>Facts</i>	Something which can be proven to be true.	'80% of teens perform better if they revise.'	Make the text seem authoritative, accurate and therefore believable.
<i>Opinions</i>	A belief which cannot be proven to be true – someone's own ideas.	'People who don't revise are lazy.'	Sways the reader towards the writer's viewpoint.
<i>Rhetorical Questions</i>	Any question in a piece of writing which does not require an answer.	'Do you want to fail your exams?'	Engages the reader to read on as they feel that, by being addressed directly, the text is relevant to them.
<i>Emotive Language</i>	Words which elicit a powerful response.	'Failing exams is painful and demoralising.'	Makes the topic of the text seem overly good or bad, depending on the purpose of the text.
<i>Statistics</i>	Numerical facts and data used to support a point.	'8/10 students have tried to revise.'	Make the text seem authoritative, accurate and therefore believable.
<i>Three (rule of)</i>	Lists of three things in a sentence.	'Revising is sensible, productive and smart.'	Makes the text catchy – it sticks in the reader's head.

## 1. Text Type Opener + Closer

Speech	Letter	Article/Newspaper
<p><i>Please listen while I explain my views on the appalling situation concerning .....</i></p> <p>OR</p> <p><i>Disgusting, appalling, shocking! Please listen while I set out .....</i></p> <p><i>Thank you for listening</i></p>	<p><i>Dear Sir/ Madam,</i></p> <p><i>I am writing to you to discuss the pressing issue of...</i></p> <p><i>Yours faithfully ...</i></p> <p><i>(If you know the persons name</i></p> <p><i>Dear Mrs Brown,</i></p> <p><i>Yours sincerely...)</i></p>	<p>Start with a headline that asks a key question about the topic, e.g.</p> <p><i>Is social media ruining our childrens' lives?</i></p> <p><i>Is...? Should...? Are...? Could...? Why..? When..?</i></p> <p><i>Or use alliteration and !</i></p> <p><i>Fabulous Fashion!</i></p>

Tone - anger	Opinion phrases	Tone – sadness	Other top tips
<p><b>Adjectives (add _ly to make it an adverb)</b>  appalling alarming disgusting terrible  dreadful shocking atrocious sickening  abominable horrific outrageous shameless  scandalous barbaric brazen</p> <p><b>Phrases</b></p> <ul style="list-style-type: none"> <li>• It is a travesty that</li> <li>• I cannot find words to express</li> <li>• Nothing short of criminal</li> <li>• Makes my blood boil</li> <li>• It shocks me to my core</li> </ul>	<ul style="list-style-type: none"> <li>• I fundamentally believe</li> <li>• I absolutely agree/disagree that</li> <li>• It is unthinkable that/to</li> <li>• [topic] must...</li> <li>• [topic] is an essential part of..</li> <li>• Why should/is....?</li> </ul>	<p><b>Adjectives (add _ly to make it an adverb)</b>  Heartbreaking dire distressing heart-  wrenching poor awful tragic deplorable  unfortunate lamentable neglected cursed  forsaken hopeless</p> <p><b>Phrases</b></p> <ul style="list-style-type: none"> <li>• My heart breaks when I</li> <li>• Modern day tragedy</li> <li>• Innocent victims of</li> <li>• It haunts me to</li> <li>• It torments me to think</li> <li>• Nothing but betrayal</li> </ul>	<p><b>Direct address</b>  You must you we us our together</p> <p><b>Anecdote</b>  Recently, I heard recent headline</p> <p><b>Facts</b>  It is widely known that It is proven that it is a fact that</p> <p><b>Opinion</b>  I fundamentally believe that we must I urge you</p> <p><b>Rhetorical questions</b>  Why not...? How would you...? Have you ever...? Do you not...?</p>
Tone - urgency	Tone - disgust	Tone – betrayal	
<ul style="list-style-type: none"> <li>• act now</li> <li>• Now</li> <li>• Urgent / I urge you</li> <li>• No time like the present</li> <li>• Today</li> <li>• Do not hesitate</li> <li>• If we wait</li> <li>• We cannot prolong</li> <li>• We must not wait another second to</li> <li>• Immediately</li> <li>• At once</li> <li>• Right away</li> </ul>	<p><b>Adjectives (add _ly to make it an adverb)</b>  sickening. ugly. horrible.  awful. hideous. repel. shocking.  obscene. obnoxious</p> <p><b>Phrases</b></p> <ul style="list-style-type: none"> <li>• It is an ugly truth that</li> <li>• I cannot find words to express</li> <li>• Nothing short of hideous</li> <li>• It shocks me to my core</li> <li>• The actions taken by such people are obscene</li> </ul>	<p><b>Adjectives (add _ly to make it an adverb)</b>  Disloyalty. Treachery.  Perfidiousness. bad faith  Faithlessness. falseness  Duplicity. deception  double-dealing. breach of faith  breach of trust</p> <p><b>Phrases</b></p> <ul style="list-style-type: none"> <li>• The disloyalty shows</li> <li>• This is a clear breach of trust</li> <li>• Innocent victims of deception</li> <li>• These people have been duplicitous</li> <li>• It torments me to think</li> <li>• Nothing but betrayal</li> </ul>	<p><b>Statistics</b>  A recent survey by Oxford University  Professor ____ from ____ University said  “ _____ ”  In a recent study, it was reported that ____% of _____  It has been reported that up to ____% of. _____  A recent investigation found that ____ in _____ of _____</p> <p><b>One word sentences</b>  Stop.  Here.  Now.  Together.  Why?</p>