**GCSE English Language: Writing to argue and persuade (Paper 2, Section B)**

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| **A05**: Communicate clearly, effectively and imaginatively, selecting and adapting tone, style and register for different forms, purposes and audiences.  **AO5**: Organise information and ideas, using structural and grammatical features to support coherence and cohesion of texts.  **A06**: Use a range of vocabulary and sentence structures for clarity, purpose and effect, with accurate spelling and punctuation. | | |
| **CONTENT AND SKILLS** | **WWW**  (what went well) | **HTI**  (How to improve) |
| You have good **IDEAS** that you are able to communicate clearly, effectively and convincingly, outlining **benefits and consequences.**  You can develop your ideas in sufficient **DETAIL**. |  |  |
| You are able to write in the correct **STYLE** for the audience and purpose. For example, article, letter, script for a speech.  You’ve developed an **ENGAGING VOICE AND TONE** |  |  |
| You are able to **STRUCTURE** and organise your writing effectively – counter argument and rebuttal; call to action.  You make effective use of **PARAGRAPHS**.  You make effective use of **DISCOURSE MARKERS** and **CONNECTIVES** |  |  |
| You make use of effective **VOCABULARY**. Words used are precise and carefully chosen. |  |  |
| You make use of a range of **PERSUASIVE DEVICES** and **other methods**. For example, rhetorical questions alliteration, direct address, metaphors |  |  |
| Your **PUNCTUATION** is accurate. All sentences are clearly demarcated.  You use a range of **PUNCTUATION MARKS** within your sentences, such as commas, colons, dashes, ellipsis, semi-colons. |  |  |
| You use a range of **SENTENCE STRUCTURES** – simple, compound, complex, fragments.  You **vary the way in which you start your sentences**. |  |  |
| You use **STANDARD ENGLISH** |  |  |
| Your **SPELLING** is accurate. You are able to spell ambitious words, as well as ‘common’ ones. |  |  |