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| **Key Concepts*** **Perception:** a particular attitude or way of looking at an issue
* **Communication:** the reasoning used to support a particular idea or view.
* **Creativity:** the use of imagination or original ideas to create something; inventiveness
 | **Key Contexts- Spoken Language*** **AO7 – Demonstrate presentation skills in a formal setting**
* **AO8 – Listen and respond appropriately to spoken language, including questions and feedback to presentations**
* **AO9 – use spoken Standard English effectively in speeches and presentations.**
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| **Spoken Language Features** | **Language** | **Structure** |
| ToneVoiceFormalInformalAudience Direct speechPersonal PerspectiveNarrative hookSpeakerDramatic monologueSpeeches | the general character or attitude of a place, piece of writing, situation, etc.the distinctive tone or style of a literary work or author.having a conventionally recognized form, structure, or set of ruleshaving a relaxed, friendly, or unofficial style, manner, or naturethe people giving attention to something.spoken or written text that reports speech or thought in its original form phrased by the original speakeryour point of view about a particular subject or topic"hooks" the reader's attentiona person who speaksself-conversation, speech or talks which includes interlocutor presented dramaticallya formal address or discourse delivered to an audience | ImageryHumourRhetorical questionsAnecdoteEmotive languageColloquialismModal verbs, inc. imperativesPronouns | visually descriptive or figurative language, especially in a literary work.the ability to express humour or amuse other people.a question asked in order to create a dramatic effect or to make a point a short amusing or interesting story about a real incident or person.used to evoke emotion in the reader. Word choice greatly effects how writing and speech is receiveda word or phrase that is not formal or literary and is used in ordinary or familiar conversation.verbs that indicate likelihood, ability, permission or obligationgiving an authoritative commanda word that substitutes for a noun or noun phrase | Colons Semi-colonsDashesbrackets parenthesesSentence typesEllipsisRepetitionEffective openingsBookending | used to precede a list of items, a quotation, or an expansion or explanationindicating a pause, typically between two main clauses, that is more pronounced than that indicated by a comma.to mark a pause or break in sense or to represent omitted letters or words.used to enclose words or figures so as to separate them from the context.a word or phrase inserted as an explanation or afterthought into a passage which is grammatically complete without it, in writing usually marked off by brackets, dashes, or commasthe classification of sentences based on the number and kind of clausesindicating an omissionhe action of repeating something that has already been said or written.They get the action going, set the tone, and establish the problem--and while they're at it they may sketch a character or two, convey some important informationplacing the setup of an anecdote or short scene at the beginning of a piece and the resolution to that anecdote or short scene at the very end of the larger piece |