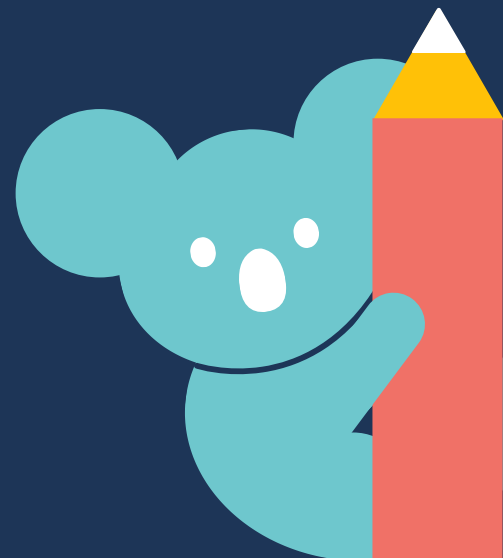


WRITING PREPARATION PACKAGE

FEATURES &
SYLLABUS



What's included?

Persuasive Writing Course

Narrative Writing Course

Key features:

Summary guides and notes

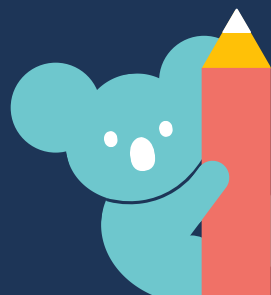
Expert feedback on four writing essays

20 high-level sample essays

5+ hours of engaging video tutorials

Self-paced; learn and review anytime

Unlimited access



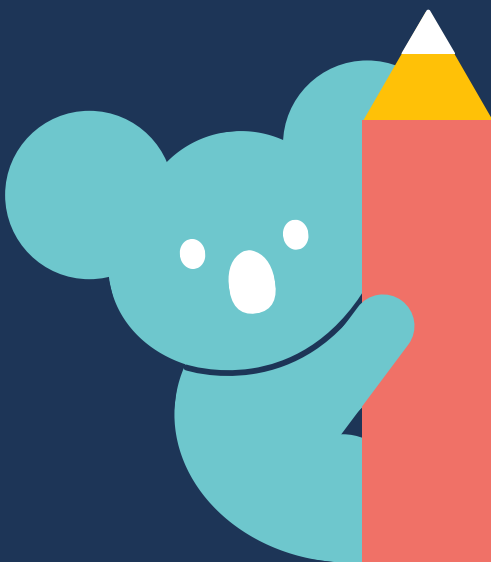
SYLLABUS

PERSUASIVE WRITING COURSE

80+ lessons

10 model essays

Expert feedback on 2 essays



WHAT IS PERSUASIVE?

- Understand the importance of persuasive writing
- Examine **model responses** for persuasive writing
- Explore **requirements** of persuasive writing for different **exam types**
- Formulate **contentions & arguments**

PERSUASIVE STRUCTURE

- Know how to **plan & time** efficiently
- Construct persuasive **introductions**
- Master persuasive **body paragraphs**
- Write effective **conclusions**

PERSUASIVE CONVENTIONS

- Grasp the do's and don'ts of formal persuasive writing
- Expand **persuasive vocabulary**
- Learn effective persuasive **phrases and transitions**

PERSUASIVE TECHNIQUES

- Identify various persuasive techniques
- **Apply persuasive techniques** to increase persuasion
- Utilise the **three appeals**
- Learn how to connect with the **target audience**

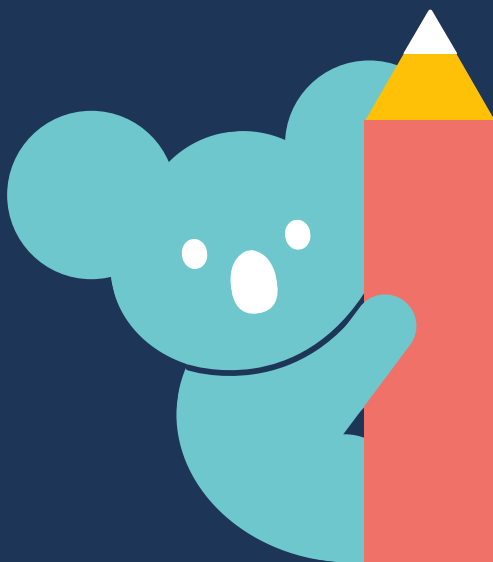
SYLLABUS

CREATIVE WRITING COURSE

80+ lessons

10 model essays

Expert feedback on 2 essays



WHAT IS CREATIVE?

- Understand the importance of narrative writing
- Examine **model responses** for creative writing
- Explore **requirements** of creative writing for different **exam types**
- View different creative **prompt types**

DEVELOPING IDEAS

- Understand the idea of **narrative voice**
- Master different ways to **plot and plan** fiction stories
- Learn how to create **conflict and resolutions**
- Delve into creating layered and interesting **characters**
- Create rich and descriptive **settings**

ENGAGING WRITING

- Grasp the concept of **'show, don't tell'**
- Weave in the **5 senses** to create rich sensory imagery and descriptive passages
- Learn how to use **dialogue** effectively