S3 Persuasive Writing







Persuasive Techniques and Essay Planning

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Do Not Write On This Booklet. Answer in your jotter. Make sure you copy any required notes and answer in sentences where possible so that your jotter notes are complete without the booklet.

Lesson 1 – Why Practice Persuasive Writing?

"Don't raise your voice, improve your argument."—Desmond Tutu (Famous anti-apartheid campaigner)

Task 1

1. Using a dictionary, find the definition of the word "persuade" and write it down in your jotter.
2. Now try and use the word "persuade" successfully in a sentence.
3. When in life might it be important to try and persuade other people? Write down as many examples as you can think of.

Task 2 – Paired Task

Look at this list of careers where the ability to persuade is crucial for success. With your partner, copy each career into your jotter and try to work out why persuasive language is so key to that job. Write your explanation next to the job title.

a) Politician
b) Journalist
c) Lawyer
d) Advertising
e) Salesperson
f) Company Manager
g) Charity Fundraiser
h) Activist or Campaigner

Task 3

"I would rather try to persuade a man to go along, because once I have persuaded him, he will stick. If I scare him, he will stay just as long as he is scared, and then he is gone."—Dwight D. Eisenhower (Former US President)

1. In **your own words**, try to sum up why Eisenhower thought persuasion was much more powerful than force.

Task 4

You never know when it will become important to be persuasive in your own life!

Let's imagine that has been suggested that school should be extended to 6 days a week. Write a letter to the Education Secretary trying to **persuade** them that this is a bad idea.

You should:

-Try to make at least three points

-Use the letter format exemplified below

-Use **formal** language

-Be as **emphatic** as possible

Persuasive Letter

The Scottish Parliament

Edinburgh

EH99 1SP

Dear Secretary of State for Education,

I am writing to you to express my concern about….

My first concern is…

Secondly…

Finally…

Yours sincerely,

Your Name

Reflect

How did you find this task? What do you think you could do to make your letter more persuasive? The intention of this unit is to build on the skills you've displayed here and give you a wider range of language tools to use so that you can convince anyone that you are right!

Lesson 2: Fact vs Opinion and Key Ideas



When reading non-fiction literature, it is important to be able to tell the difference between what is **fact** and what is **opinion**.

A fact is something which is **provable** and can easily be agreed upon.

Example: Tom Hanks has won 2 Academy Awards (Oscars).

Reason: Hanks won an Oscar in 1993 and in 1994. This has been officially recorded and so it is undisputable that he has won 2 Academy Awards.

An opinion is a **belief** about something, which can be debated.

Example: Tom Hanks is the best actor ever.

Reason: Some people can reasonably argue that better actors just haven't been noticed by the people who run the awards. It depends on what people like to see from an actor as some prefer someone who is dramatic and others prefer someone low-key.

Task 1

Read each of the statements below. Copy the statement and then write next to it whether it is a fact or an opinion. If you have said FACT, explain why by suggesting how it could be proven.

1. There are 68 million people in the UK
2. Taylor Swift has sold 114 million albums
3. Taylor Swift is overrated
4. Rice Krispies are better than Frosties
5. Most chocolate cake contains a lot of sugar
6. The PlayStation 5 has sold around 7 million more units than the Xbox Series X/S
7. Xbox is a better console than the PlayStation.
8. Paddington 2 is the best film ever made.

Task 2

For each of the topics below, write down one fact and one opinion that **you** can come up with.

Example: *Topic X – TV Shows*

Fact: Breaking Bad is set in New Mexico, USA.

Opinion: Its prequel, Better Call Saul, is actually better than Breaking Bad.

Topic A - Scotland
Topic B - School
Topic C -Sport
Topic D -Food
Topic E -Films
Topic F -Music

Task 3

Read the article on boxing.

Boxing

Boxing is a long-standing, popular, and well-respected sport, with many of the greatest sportsmen of all time originating from the ring. So, thinking that the whole sport could simply be ended seems unfathomable, however, many of those opposing the sport hold their main concerns with the well-being of boxers. As a sport, boxing is inherently violent. The aim of the game is to stop your opponent before the end of the match – be that in 6, 8 or 12 rounds – and the most effective way of doing that is to knock them out, via a punch or repeated punches to the head.

However, taking up the sport of boxing can change your life in a number of ways. Boxing provides a challenging workout for your entire body and can lead to several physical and emotional benefits. A life in the sport, however, isn't without its risks. Because boxing is a contact sport, its drawbacks are related to the physical toll the sport can take on your body and mind.

Training in boxing can transform your body. Several elements of a standard boxing workout, including running, jumping rope, hitting the heavy bag and sparring, can help you burn hundreds of calories in a short duration. These activities can help you lose weight or avoid weight gain. Boxing also

strengthens the muscles throughout your body and improves your cardiovascular fitness. The improved endurance and stronger muscles you build translate effectively into life outside the ring, giving you the ability to perform everyday movements with energy and a decreased risk of injury.

Beyond the many physical benefits of boxing, it's impossible to discount the emotional perks of this form of exercise. As with many forms of exercise, practicing boxing can quickly help you forget about the day's stresses and help clear your mind. As you build your body, you can experience heightened self-esteem and a higher level of confidence. For example, if you travel alone at night on the underground, being adept at boxing can make you feel less nervous.

A solo boxing workout can improve your health, but once you add contact drills such as sparring to your gym visits, you increase your chance of injury. A significant drawback to boxing is the variety of contact-related injuries you can experience. Even while wearing head and mouth protection, sparring and competition can lead to minor injuries such as bruises and split lips and more serious injuries such as broken bones and concussions. Not all boxing-related injuries occur because of getting struck. Many boxers break fingers and develop wrist injuries from punching.

Whilst short-term boxing injuries heal in time, but the long-term toll of this sport is a major drawback. The repeated trauma that boxers face in the ring can gravely affect their quality of life in the years after their retirement. Dementia pugilistica, more commonly known as being "punch drunk," is a brain disorder that results from repeated blows to the head. Many former boxers, including Muhammad Ali, have suffered the neurological effects of the sport's physical toll. Muhammad Ali was considered by many to not only be the greatest boxer of all time but to also be one of the greatest sportsmen of all time but Ali suffered from Parkinson’s disease – which doctors believed was caused by his career as a heavyweight boxer.

Safety and the health of boxers must always be paramount in a sport like boxing - which carries dangers for every one of its participants. The British Boxing Board of Control in the UK is renowned for having amongst the best safety procedures in the sport. Yet a professional British boxer died hours after being pictured with his head in his hands at the side of the ring after winning his fight. Scott Westgarth a 31-year-old light-heavyweight was taken ill after returning backstage following his points victory over Dec Spelman on Saturday

25th February 2018. A tragedy such as this highlights the dangers which are an integral part in the sport.

Whilst the sport of boxing involves many inherent health issues, some minor and some serious, there are many benefits which should not be ignored. Boxing can promote both emotional and physical wellbeing and requires a lot of discipline from those who are involved with the sport. It is clear that more could to be done to reduce the risk of injuries but there are methods which can be introduced before an all-out ban should be considered.

www.livestromg.com/boxing

Task 4

Copy and complete the table below. Find **four** examples of a **fact** and **four** examples of an **opinion** from the boxing article and put them in the relevant column.

FACT	OPINION
• The aim of boxing is to stop your opponent before the end of the match • • •	• Boxing can quickly help you forget about the day's stresses • • •

Task 5: Identifying Key Ideas

The key ideas of an article are the main points that an author is making. You can often tell these from the topic sentences (first sentence of each paragraph). When you strip away all the evidence and fancy language techniques, you are left with these main arguments.

a) As you read the Boxing article printout, use a highlighter to identify the key ideas in each paragraph. (The key ideas will provide you with arguments both for and against boxing).

b) Then, copy the table below and transfer the information you've highlighted in under the correct column.

FOR (+)	AGAINST (-)

Task 6 – Key Ideas

The latest suggestion is that school should end at 1pm every day but Saturday should be a school day as well.

1. Imagine you are the person who came up with this plan. Bulletpoint three key points which support the idea.
2. Imagine you are a group campaigning against the plans. Bulletpoint three key points which oppose the idea.
3. Create a poster which displays and illustrates the points from either Q1 or Q2.

Lesson 3: Recognising Bias

Task 1: Understanding Bias

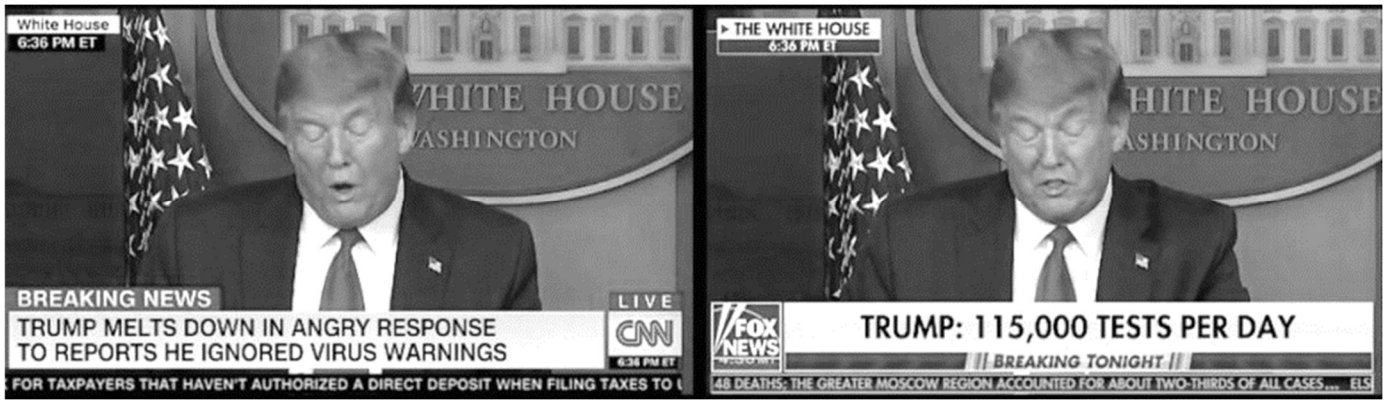
1. Look up the word “bias” in the dictionary and write down the definition.
2. Make a list of people you know who often show bias. These can be individuals or certain jobs.
3. What are you biased about? Describe something or someone that you will always support no matter what the facts suggest. Hint: Think about sports, music or films.

Task 2: Identifying Bias

British TV news needs to be **objective** (non-biased) and give time to both sides of most issues. However, American news channels are often extremely biased, as are UK newspapers.

1. **Watch the clip** showing different coverage of the same story – when bombs were found targeted at critics of Donald Trump, including CNN.

https://www.youtube.com/watch?v=T5Dfb5H7d8s



2. Look at the chyrons (pop-up messages) on the screenshots from two different US news channels. They are both showing the same speech about Covid at the same moment. Which one supported President Trump and which one didn’t? CNN on the left, Fox News on the right. **Explain** both sides of your answer.

Task 3:

Read the article below about Prince Harry and his wife, Meghan Markle.

SARAH VINE: So where is Meghan? She's usually grafted to Harry's side (Edited)



One thing really struck me about Prince Harry's media blitz last week. Not so much the careless inaccuracies in his various accounts of events, from the death of the Queen Mother to recollections of his first date with Meghan. Nor even his petulance (bordering on naked aggression) towards the few hand-picked journalists enlisted to help sell his narrative whenever any of them dared ask him anything even vaguely approximating a searching question.

No, the real question in my mind is this: where was Meghan?

I don't mean in terms of the book – after all, her fingerprints are all over that. I mean physically, where is she? We haven't seen hide nor hair of her for days. Which, really, is most uncharacteristic.

Normally she never leaves Harry's side. Normally she's practically surgically grafted on to him, hanging off him like an extra appendage. Wherever he goes, she goes, him scowling darkly at anyone who ventures within ten feet of them, she with that fixed smile of hers firmly in place.

It's most unlike Meghan to miss an opportunity to show the world her fabulousness. And after all, what better opportunity than this, the publication of her beloved husband's long-awaited tell-all memoir, all eyes upon him?

You'd have thought she would have been front and centre of events, with her couture outfits and twinkling jewels, on hand to squeeze his as he sat through various interviews. That she'd be keen to catch his eye, reassure him with an encouraging glance, place a guiding hand upon his back, as she so

often has in the past – in short, to stand firmly by her man as he weathered the inevitable storm of criticism.

After all, he sat staunchly by her as she told the world her 'truth', whether it was recreating her first ever curtsy to the Queen or holding back the tears at the memory of yet another Royal-related trauma.

He goofed around in the chicken coop while she shared her secret sorrow with Oprah, juggled obligingly at the window as she delivered yet another one of her meaningful homilies to a grateful world.

You'd have thought the least she could do was throw on a bit of cashmere and show a bit of solidarity. But no. Not a whiff of the fragrant one, not even a glimpse of those exquisitely well-turned ankles.

It may, of course be, that there is a perfectly logical explanation. Perhaps one of the babies is under the weather, and she's too busy administering Calpol. Perhaps she is not feeling well, in which case fair enough.

Who knows? One thing's for sure, though, it's not like her to dodge the limelight.

I really hope there's a good explanation, as otherwise her absence is slightly worrying. Because it would be awful, wouldn't it, if, having abandoned his home, trashed his entire family, burnt his bridges with the Army and let down the British public, Prince Harry found that he was no longer at the centre of her world?

When you think of all that's he's given up for her, of all the personal sacrifices he's made to make her happy, it would be an unthinkable tragedy if that extraordinary bond between them were to loosen under the pressure of public exposure.

And the truth is that this memoir has not had the desired effect. Yes, it's sold plenty of copies, yes it's captured headlines around the world, but in terms of the Duke and Duchess's poll rating it's been an unmitigated disaster.

An overwhelming majority of the public now want to see them stripped of their Royal titles. They've been roundly mocked on social media.

Relationships are easy when everything's going well. Romance thrives under favourable conditions. The hard part is what happens when the going gets tough.

As much as Prince Harry's behaviour irritates the socks off me, I don't want to see him get hurt. He's proven his loyalty to her in public beyond all doubt. It would be only right for her to do the same.

Task 3

Having read the article, answer the following questions in sentences.

1. Focus on the **first paragraph**.
    a) What is the writer's view of Prince Harry's recent behaviour?
    b) Copy out two words which caused you to say this and explain why you felt each one showed bias.

2. Now consider the **article as a whole**. Does the writer take a positive or negative view of Harry and Meghan?

3a. Pick out **three examples** of words or phrases that make you think this and write them in your jotter, leaving a space between each one.

Hint: Look for examples of emotive language (words that are chosen to provoke a certain emotional reaction, in this case a negative one) or imagery (similes and metaphors).

3b. For each of the three words or phrases chosen, **explain** why they might make someone feel negatively towards Harry or Meghan.

Hint: Think about the **connotations** of each word. Explain what the word makes you think of first, then say how that affects your opinion of the mother.

4. Can you spot any examples of the writer being **sarcastic** about Meghan? Write down any that you see.

Task 4 – Being Biased

Think about a topic in the news right now where there are two sides. Write a paragraph about the topic showing bias from one perspective, then a second paragraph writing from the other side of the argument.

Lesson 4: Who to Trust?

Fake News

Unfortunately, we live in an era of "Fake News". While the internet is a wonderful source of information, it is also an efficient tool for spreading misinformation.

It is not always clear what we can trust, and some of the people who accuse others of being "Fake News" are actually the most guilty of spreading it!

Task 1

1. Why do you think social media is so useful for people who want to spread fake news?
2. Have you ever come across a "news" story that seemed totally fake? Describe it.
3. Why might the spread of fake news be dangerous? Name and explain three reasons.

"Do Your Own Research"

It is important to think critically and challenge ideas in the mainstream news. However, that does not mean we should believe whatever we see Auntie Peggie has shared on Facebook or Instagram. When we are researching for our essay, we should test the websites we use against these three simple criteria:

1. Are there lots of mistakes? Clumsy writing and frequent errors suggest this story is not from a credible journalist and so you should be cautious of it.

2. Check the sources in the story. Does the author link to where they got their information from? If they don't, or if the sources look dodgy, then the facts are less reliable.

3. What else is published on their site? If it has only been set up recently then it may not be reliable.

Task 2: Take the sub-heading "Criteria for Spotting Fake News". Then, copy the three points from the previous page.

When "Fake News" Kills…

In 2020, Joe Biden beat incumbent President Donald Trump in the Presidential Election by a clear margin. Nevertheless, many of Trump's supporters refused to accept the result of the election. They argued that the election had been rigged.



Stories spread around social media about how the electronic voting systems had been rigged to help Joe Biden win. They also claimed it was suspicious how Trump seemed to be winning only for Biden to pull ahead when the mail-in votes were counted. Trump himself joined in, taking to Twitter to make his feelings known.



However, the Trump team was unable to find any evidence and the case was rejected by the courts.

That didn't stop many of his supporters who, on January 6th 2021, attacked the US Government's Capitol building while chanting "Stop The Steal".

A significant amount of damage was done and several people died including a police officer.

Task 3

1. Summarise the ways in which social media played a crucial role in the events leading up to the January 6th attack.
2. Trump's Twitter was then suspended "due to the risk of further incitement to violence". Do you think that was the right move? Explain your answer.
3. Create a poster urging people to be wary of fake news online. Warn them of the dangers and suggest some helpful tips.

Homework Task – News Story

Rationale

You need to write a story about something that is going on in the world right now. This will give us some practice of researching a topic as well as testing what we have learned about the trustworthiness of different news sources.

The Task

1. Pick an up-to-date news story. Something interesting which captures your attention.
2. Find three different articles about that same news story (remember to take a note of each website!).
3. Write your own version of the story. This should be at least 250 words long.
4. Underneath your story, write down your three sources and what you think is the most trustworthy of them. Explain why by referring to the trustworthiness tests from Lesson 4.

Hints

- A good starting place might be https://www.bbc.co.uk/ or https://news.sky.com/uk
- These are both respected news sources and will show a number of current stories which may interest you
- If you are searching for an exact phrase in Google, put the phrase in quotation marks before clicking “Search”

Before Handing In

On your own copy of the Homework Instruction Sheet, read and fill in the self-evaluation.

I have selected an interesting and current news story	
I have found information about it from three different websites	
I have used this research to put the story into **my own words** (300+)	
I have written all three sources at the bottom of my story	
I have explained which of the three is the most trustworthy	

Lesson 6: Emotive Language

I'll need this skill if I…want to work in marketing/advertising!



Emotive language is where the writer's words are carefully chosen to prompt a certain **emotional reaction** from the reader.

In the Understanding Bias lesson, we have seen another writer use emotive language to make us feel negatively about the smoking mother by selecting words with negative **connotations**.

For your essay, you will need to **choose** words which make the reader feel positive emotions towards your side of the argument and negative emotions towards the other side.

Task 1

Copy out each of these sentences. Underline the **emotive** word. Write a sentence describing what that word evokes (makes you think about). Then say what that suggests about the subject of the sentence.

Example:

"Social Media is a menace to society"

"Menace" makes me think of dangerous drivers on the roads.

This suggests that social media is doing harm to society.

a) "The Second World War was horrific"

b) "Manchester United were wonderful last night"

c) "The documentary was heart-breaking"

d) "That Maths test was a disaster!"

e) "The band were electrifying last night"

f) "John was attacked last night. It was brutal."

Task 2: Copy and complete the table on the next page by finding more emotive **synonyms** for each of the highlighted words. An example has been done for each.

Basic Description	**Good**	**New**	**Bad**	**Sad**
Emotive Alternatives	Awe-inspiring	Pristine	Catastrophic	Devastating

Task 3

Your favourite film is being added to Netflix and you have been hired to write the short description for it. Give people a short summary of the film but also use emotive language to **persuade** people to watch it. Netflix didn't pay all that money for nothing!

BAD EXAMPLE: In Bruges is a good movie. It is about two hitmen. One of them is sad. They are chased by their boss who is bad. It has very good actors in it.

"Good", "sad" and "bad" might be accurate but they are too simple! We need more emotion…

GOOD EXAMPLE: In Bruges is a **wonderfully** dark comedy about two hitmen on the run after a job goes wrong. Colin Farrell plays the **distraught** Ray who needs to come to terms with the **haunting** accident that he is responsible for. Ralph Fiennes puts in a **masterful** performance as the **sinister** Harry.

Hint: The thesaurus is your friend!

Word Choice in Advertisements

People who work in marketing will try and associate **positive** emotions with their product. This includes carefully choosing words to describe that product:

Fresh!

Enhanced!

Premium!

Task 4

Imagine you've just set up a new online shop. You've recently bought in some new items and now you need to write a product description for each one. Remember, you are not just describing the product in basic terms. You are also trying to **persuade** people to buy them! So, make use of more emotive language. Write a one-paragraph long description of each item below.

A) New Car
B) Fancy Shoes
C) Games Console

Challenge!) A Washing Machine…

Extension

When finished, take a new page and design a poster for one of your items.

Where Else Do We See Emotive Language?

From politics to football journalism, it is **everywhere**.

Consider former UK Prime Minister Boris Johnson's speech criticising the Russian invasion of Ukraine in 2022:

"Diplomatically, politically, economically – and eventually, militarily – this hideous and barbaric venture of Vladimir Putin must end in failure. And so I say to the people of Russia, whose president has just authorised a **tidal wave of violence** against a fellow Slavic people"

Task 5

1. Write each example of emotive language from the speech above into your jotter (underlined). Explain what each word emphasises. You might want to look the word up in a dictionary.
2. Copy the metaphor "tidal wave of violence" (bold) into your jotter. Explain what this suggests about the amount of violence seen in Ukraine.

Lesson 6: Evaluative Comments

I'll need this skill if I…want to be a journalist so the public understand the story



In your essay, you may use numbers and statistics to support your argument. An effective persuasive technique is to explain to the reader just how much those statistics back up your points by using **evaluative language.**

Copy this Example:

Point - Mo Salah is a better player than Marcus Rashford because he scores more goals.

Evidence - Mo Salah scored 22 goals in the 2018/19 season. In the same season, Marcus Rashford scored 10.

Evaluative Comment - This shows that Salah scored **more than double** the number of goals that Rashford scored last season, therefore clearly supporting my view that he is the better player.

Task 1 – Which of the three evaluative comments best matches the data used?

1. Jack scored 12 goals this season whereas Bob only scored 5.
   Therefore, Jack has scored …….. goals compared to Bob
   a) Less than half the amount of
   b) More than double the amount of
   c) Three times as many

2. Leslie had £20 of pocket money. She then spent £10 on Monday, £4 on Wednesday and £2 on Sunday.
   Leslie's pocket money has ……. over the course of this week.
   a) Risen steadily
   b) Remained consistent
   c) Fallen drastically

3. Ten years ago, about 100 species of animals were classed as endangered. Now, there are about 300 endangered species.
   This shows that the number of endangered species has ……..
   a) Tripled in size
   b) Almost halved

c) Declined quickly

4. An opinion poll found that 87% of people prefer milk in their tea compared to just 13% who said "no milk".
   This shows that …… of the public like milk in their tea.

   a) Hardly any of
   b) Around half of
   c) The vast majority of

<u>Quick Maths!</u> To find a **percentage of a value**, divide that value by 100 and then multiply by the desired percentage.

e.g. To find 25% of 40, divide 40 by 100 and then multiply by 25.

To find the **percentage increase between two values,** take the starting value away from the end value. Divide the new number by the starting value. Then multiply that by 100.

Imran sold 20 cars last month.

This month, he sold 30.

That is a difference of 10. But what is the increase as a percentage?

30 - 20 =10, 10 ÷ 20 = 0.5, 0.5 x 100 = 50%

Therefore, if Imran sold 30 cars compared to 20, that is an increase of 10 which can also be described as a 50% increase.

5. Last year the average cost of a pint of milk was 43p. Now it is 86p in some shops. This is a huge increase of around….
   a) 50%
   b) 100%
   c) 43%

6. In 2005, around 50 000 people said they support Football Club FC. In 2022, 200 000 say they support them. This is an increase of around……
   a) 40%
   b) 150%
   c) 300%

Task 2 – Copy out the examples below and complete them by including an **evaluative comment** to emphasise how the evidence supports the given point. Use the **phrase bank** on the next page to help.

1) Point – The Beatles are more popular than Fleetwood Mac.
   Evidence – A poll showed 15% of Britons had The Beatles as their favourite band. Only 5% said Fleetwood Mac.
   Evaluative Comment- This shows that…

2) Point – UK house prices have gone up
   Evidence – Average UK house cost £20 000 in 1980, now costs £274 000 in 2022.
   Evaluative Comment-

3) Point – Tigers are dying out.
   Evidence – The number of wild tigers has fallen from 100,000 to 3200.
   Evaluative Comment-

4) Point – Humans are very similar to other animals.

   Evidence – Chimpanzees share 98.8% of the same DNA as humans.

   Evaluative Comment-

5) Point – Young people spend the most time on social media

Evidence- On average, an adult spends 90 minutes on social media while the average teenager spends 3 hours.

Evaluative Comment -

6) Point – The Amazon rainforest is being cut down.

   Evidence – At the current rate of deforestation, 27% will have been lost by as early as 2030.

   Evaluative Comment -

Task 3: Copy the Evaluative Phrase Bank below into your jotter so that you can quickly refer to some of these while writing your essay.

Evaluative Phrase Bank

Ratios and Comparisons

"Three times as many…"

"Twice as likely…"

"Significantly more…"

"Vast majority of people prefer..."

"Less likely…"

"Significant difference…"

"100% higher..."

Trends

- "Increased rapidly…"
- "Rising steadily…"
- "Steep decline…" (going down fast)
- "More than halved…"
- "Tripled in size…"
- "Fallen significantly…"

Similarities

- "Narrow difference…"
    - "Almost identical…"
    - "Clear consensus…" (different people agreeing on an issue)
    - "Consistent pattern…"

Lesson 7: Repetition

I'll need this skill if I…want to be a campaigner or activist!



While it is important to vary your language in your essay, it may be useful to repeat a certain phrase or idea either in a paragraph or across the essay itself. Repetition helps to reinforce a key idea in the reader's mind and can be very effective if used wisely.

Task 1: Listen to this excerpt from Martin Luther King Jr's famous speech from 1963. Try to identify the **repeated** phrase.

https://www.youtube.com/watch?v=fR-PReWhMGM

"So even though we face the difficulties of today and tomorrow, I still have a dream. It is a dream deeply rooted in the American dream. I have a dream that one day this nation will rise up and live out the true meaning of its creed: We hold these truths to be self-evident, that all men are created equal.

People clap and sing along to a freedom song between speeches at the March on Washington.

I have a dream that one day on the red hills of Georgia, the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood.

I have a dream that one day even the state of Mississippi, a state sweltering with the heat of injustice, sweltering with the heat of oppression will be transformed into an oasis of freedom and justice.

I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character. I have a dream today.

I have a dream that one day down in Alabama with its vicious racists, with its governor having his lips dripping with the words of interposition and nullification, one day right down in Alabama little Black boys and Black girls will be able to join hands with little white boys and white girls as sisters and brothers. I have a dream today.

I have a dream that one day every valley shall be exalted, every hill and mountain shall be made low, the rough places will be made plain, and the crooked places will be made straight, and the glory of the Lord shall be revealed, and all flesh shall see it together."

Martin Luther King, Civil Rights Leader, 1963

Task 2: Read the printed version of the speech. Take the sub-heading "Martin Luther King Speech".

1. Write down the repeated phrase in your jotter.
2. What do you think he means by a "dream" in this context?
3. Why do you think the repetition of the phrase is effective? What emotion is it emphasising?

4. During the push for racial equality, some campaigners favoured violence as a means of pursuing their goal. Why do you think that this hopeful message was considered to be much more successful at leading to greater equality?

Task 3

Write down 5 hopes and dreams that you have for the future. Try and think about the kind of country that you want to live in.

Write your own version of the "I have a dream speech". Try to write a short paragraph explaining each of your hopes and start each with the sentence "I have a dream".

Task 4

Read the extract from a speech by Climate activist Greta Thunberg.

> My message is that we'll be watching you.
>
> This is all wrong. I shouldn't be up here. I should be back in school on the other side of the ocean. Yet you all come to us young people for hope. How dare you!
>
> You have stolen my dreams and my childhood with your empty words. And yet I'm one of the lucky ones. People are suffering. People are dying. Entire ecosystems are collapsing. We are in the beginning of a mass extinction, and all you can talk about is money and fairy tales of eternal economic growth. How dare you!
>
> For more than 30 years, the science has been crystal clear. How dare you continue to look away and come here saying that you're doing enough, when the politics and solutions needed are still nowhere in sight.
>
> Greta Thunberg, 2019

1. Identify and write down the repeated three-word phrase.
2. Who is that phrase being aimed at? Clue: she is talking on behalf of young people.
3. What effect is she trying to have on the audience with the repetition of that phrase?
4. Can you think of any other phrases she could have used to achieve a similar effect?

Lesson 8: Lists and Rhetorical Questions

Lists and *The Rule of Three*

In your essay, you may use lists for emphasis. It is usually most effect to create a list of **three things** with the most impactful being saved for last.

Example -*Social media is having a catastrophic effect on young people's education. It is affecting their ability to* ***focus, engage and succeed*** *in school.*

Here, we have listed three specific things that social media is affecting in education. "Succeed" was kept for last because success (whether it be in exams or otherwise) is ultimately what we want children to experience in school.

Rhetorical Questions

While straightforward, these can be an effective way of getting the reader to really think about the issue.

Example

Can you imagine a world where your every moved is watched by the unblinking eye of the government?

By providing the reader with a particularly emotional or exaggerated situation to consider, you can help them to immerse themselves in your topic and become more open to the ideas or solutions you will present.

Task 1

Try to think of a rhetorical question to accompany each of these pieces of research. Copy the evidence into your jotter and write your rhetorical question below. See example a) for help.

a) The last time we sent people to the Moon was way back in 1972. *Surely it is time for us to see what else is out there?*

1) Terrifyingly, some militaries are now using advancements in AI to create "smart weapons" (basic robot soldiers).
2) The average cost of a ticket in the English Premier League is £125.
3) If we don't act, global warming may cause huge chunks of the Artic to melt.
4) Sadly, there are now fewer than 10 000 red pandas left in the world.

Lesson 9: Imagery as a Persuasive Technique

You will have studied imagery in other forms of writing but it can be equally effective in non-fiction persuasive pieces.

Imagery Recap

Imagery can cover a range of language techniques such as similes, metaphors and idioms. It is often used to provide comparisons between the subject of a piece of writing and something that the reader can imagine, to help deepen the reader's understanding of a piece of writing.

Task 1

God bless the great British people. You can threaten to take away our gas, you can announce that you are going to cut off our electricity, but the merest hint that the cost of living crisis might put an end to our holidays, and we will leap shivering from the darkness shouting: "you will never take out freedom" Bryony Gordon – The Telegraph, *"Holidays aren't just a luxury – they're crucial for our wellbeing"*

1. Read the passage then study the imagery underlined here. Why would the people be "shivering in the darkness"?
2. Describe a "leap" motion. Is it gentle or does it require a lot of energy?
3. Therefore, what does this imagery emphasise about how people would feel at the thought of not getting a holiday, in comparison to not being able to heat and light their homes?

Reflect

People will not literally be launching themselves at politicians and screaming their heads off about their holidays. But do we see how the image of that emphasises the writer's argument about the importance of holidays?

Task 2

Read the examples of imagery used in a persuasive capacity on the next page. Copy each sentence and underline the imagery. Then, try to explain the image (what does it make you imagine?). Finally, suggest why it pushes the reader towards the writer's point of view.

Example – i) "The need to reduce the use of cars is vital. Every car journey is like another draw on a cigarette for the lungs of the Earth."

The imagery here makes me think about the harmful effect of smoking and how it pollutes the lungs which need clean air to be healthy and for us to live.

This supports the writer's view because it suggests that cars are killing the planet so we must use them less.

Questions

a) "The singer's new record was the best track of the year. Her song was a light in the darkness for so many people"
b) "The tennis player deserved to be punished for his outburst. He was like a rabid dog, barking at the umpire and chasing after his opponent."
c) "The government are mostly to blame as their response was as effective as an umbrella in a hurricane."
d) "The actor, showing all the emotion of a plank of wood, was the worst thing about the film."
e) "Social media sites should be banned. Reading through comments is like being poked in the eye by a thousand angry strangers."

Task 3

Try to think of piece of imagery to help convince the reader of the following arguments.

Example- i) People spend too much time on their phones these days.

"On the streets, people walk around with their phones chained to their hands and their eyes glued to the screen"

a) Fast food is unhealthy and should be banned.

b) Sport is beneficial and everyone should take up one.

c) It is wrong to keep animals in cages.

d) The footballer is rubbish because he is too slow.

Done? Come up with an argument of your own and think of some imagery to support it.

Lesson 10: Linking Phrases

I'll need this skill if I…want to write great essays at university!



When writing your essay, it's really important that your ideas are linked together to help you structure your argument.

Task 1

Below are a number of linking words and phrases. In your jotter, organise the different phrases under the following headings:

Introducing A New Point

Comparing And Contrasting

Introducing Evidence

Concluding

- For example - Furthermore - Without a doubt -Similarly

-In addition -On the whole -On the contrary

-As evidence -For the reasons above -Likewise

-Therefore -Next -For instance

-Equally important -In support of this -However

-As you can see -Moreover -Secondly

-In the same way -Summarising -On the other hand

Task 2 – Read the article below. In your jotter, write down a linking word or phrase that could fit in each of the 8 spaces.

Could this be the year that Arsenal finally win the league again for the first time since 2003? It's looking likely.

For a start, a number of football pundits reckon this could be their year. _____ (1), Alan Shearer says they will take "some shifting" from their current position at the top of the table.

_____ (2), the statistics seem to be in Arsenal's favour. _____ (3), they have scored 46 goals already and kept the other team from scoring in 9 games. Only Newcastle have more clean sheets.

_____ (4), Manchester City will not give up without a fight. They have Erling Haaland who has set the league on fire with his goalscoring rate. They have also won the league in four out of the last five seasons. _____(5) they will take some stopping.

_____ (6) that does not mean that Arsenal should have anything to fear.

As Patrice Evra says, "Arsenal are complete. The fans don't believe they'll win the league because they are scared. I don't see why they won't win the league. In that Spurs match, I saw a team playing like champions, and that was in a derby." _____ (7), City boss Pep Guardiola himself said that Arsenal could "destroy" his side.

_____ (8) it is clear that the Arsenal have given themselves their best chance in years to win the league. Can they go all the way?

Lesson 11: Choosing Your Topic

Task 1 – Deciding Your Topic

Pick a topic which interests you. It should also be up-to-date so you can easily find lots of information. It should also be something **controversial.** In other words, something that is often argued about and many people may have the opposite view to you.

Task 2 – Deciding Your Key Points

What are your different sub-arguments that come together to support your overall point? Try to plot out 5 sub-arguments in your jotter. If you can't think of many, try and broaden your topic. Try also to think of one point from the **other side** of the argument which you can then **counter**.

Example

Overall Argument - Social Media Is A Negative Force In Our Society

Key Point 1- Addictive Nature

Key Point 2 – Cyberbullying

Key Point 3 – Pushes Unrealistic Expectations

Key Point 4 –Spreads Fake News

From Other Side – Useful to communicate with family/friends abroad

Key Point 5 to counter – Can be used by terrorist groups to recruit people in the UK

This will show you whether you have picked a topic with enough depth to explore fully.

It will also highlight what you need to get research about as you will want to find two pieces of evidence to support each of your key points.

Info: Research Skills

Research

Now, it's almost time to complete your research in the library and at home.

Don't print or copy out lots of information: remember the key questions you've identified and make notes in your jotter under those key headings. Notes should be in your own words.

Resources

When researching your topic, refer to a variety of sources and make a note of them for your piece's bibliography

Reliable sources include The Day, Issues Online and Complete Issues (log-in details below), as well as the BBC, The Guardian, Inews and National Geographic

Ensure that articles used are recently-published and that all information is as up-to-date as possible.

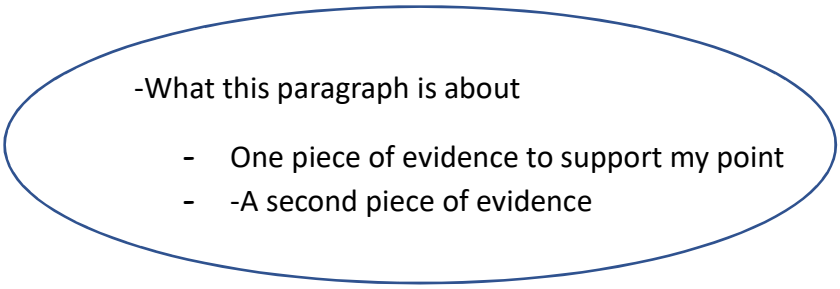


Lesson 12: Essay Planning and Writing

You now have all the necessary skills and information for you to begin work on your persuasive essay.

Task 1: Complete the Essay Planning Sheet.

This will help you to produce a coherent and structured essay. It will also ensure that there is consistent quality across all of your paragraphs. Use the guide below to see how to fill in the shapes.



What linking word or phrase will I use to start this paragraph? (Furthermore/Moreover etc)

Example of some emotive language I could use here (based on my evidence)

Example of some emotive language I could use here (based on my evidence)

Task 2: Writing Your First Draft

Use everything at your disposal to put together the best essay you can. Make use of:

- The examples and word/phrase banks in this booklet
- The checklist sheet which will prompt you to use the different techniques practiced here and meet the success criteria
- Essay writing template sheet

Task 3: Complete the Self-Evaluation Sheet At The Back of Your Jotter

You may have been doing this as you worked through the booklet. Be honest with yourself as you consider whether you have confidently achieved each outcome. If you are unsure, revisit that aspect of the booklet and revise.