Learning intentions

* Present an argument for/against the prompt
* Present a point of view in a persuasive manner in essay format

Success Criteria

* I have a good opening sentence which captures my reader’s attention
* I have argued only for or against the statement
* My three key points that I am arguing are expanded on in my body paragraphs using evidence and examples
* I have used persuasive language to convince my reader (e.g. emotive language, anecdotes, inclusive language, scientific facts)
* I have concluded with a strong statement.

**Your next assessment will be a poster of a persuasive essay. In creating your poster, you will need to choose an image that represents what you are arguing for each paragraph.**

You will write five paragraphs (introduction, three body paragraphs and a conclusion) and you will need to choose five images to represent what you are arguing. For example, you might choose to write a body paragraph on plastic bag reform in Australia. For this paragraph, you might glue a plastic bag to your poster, or use an image of a plastic bag.

A persuasive essay has an introduction, three body paragraphs and a conclusion.

**An introduction** in a persuasive essay outlines your main argument. The first sentence in your intro needs to engage and ‘hook’ your reader immediately. How can you do this? – ask a rhetorical question, give historical background, present a strong opinion.

The introduction must also contain a thesis statement, where you answer if you are for or against the statement, as well as the three key points that you will be discussing in the essay that will form your body paragraphs that will back up your opinion.

**Prompt: Argue for or against the statement that Australia is a wasteful society**.

Step 1: Choose a side. Are you **for** or **against** this statement? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Step 2: What is one of your reasons why Australia ***is*** or ***is not*** a wasteful society?

Synonyms for wasteful: careless, destructive, profligate, reckless, irresponsible, dangerous.

Step 3: Choose three arguments (for/against) from your viewing of *War on Waste* that will help you make your point.

* China has rejected our recycling needs, so our paper and plastic waste is sent to landfill or stockpiled.
* We send 5.3 million tonnes of food waste to landfill every year.
* When eating out, we waste our food.
* 60% of our waste in landfills is garden waste and organic waste.
* Plastic bags – packaging, use and banning.
* Negative impact of plastic in the ocean.

Step 4: Write your introduction. Remember that your introduction needs to include the three key points that you will be discussing. This is a persuasive essay, so be sure to use persuasive language, such as inclusive language ‘we, our’ and appeal to your audience, e.g. ‘As Australians, environmental concerns are an issue, not just for our present, but for our future. We must...,’ etc.

Contextual sentence: On environmentalism.

Background: Discuss the impact of Australia’s wastefulness on the environment

Thesis statement: State whether you believe Australia is a wasteful society or not and why this should change.

Three key points: Choose the three key points/ideas that you will be arguing and restate your argument.

Step 5: Choose three of your points to expand on in a body paragraph. Remember that each body paragraph needs to have a topic sentence, a reason why it is important, evidence to back it up, and explanation of your evidence and a summary of what you have discussed.

Body Paragraph Structure (x3)

Topic sentence: Link your thesis statement to one key point, e.g. Australia is a wasteful society; we can’t even finish the food we eat on our plates.

Reason: Give a reason why this is damaging / helpful to Australia.

Evidence: Use evidence in the form of statistics / examples from *war on Waste* to prove your point.

Explanation: Explain how and why this should be changed/celebrated.

Summary: Summarise your point and link back to your thesis statement, e.g. We need to stop wasting the food that we pay for as it ends up in landfill, polluting our soil and damaging our environment for future generations.

Step 6: Write your conclusion.

Restate your thesis statement.

Sum up your three key points.

Leave your reader with a memorable message.

# Persuasive techniques:

Rhetorical Techniques

These techniques are designed to capture attention, emphasise a message and to ensure an audience remembers key parts of a message.

* Rule of two, three and four: This technique uses a list or series of two, three or four words and phrases - ‘We must work hard, create jobs and save the economy!’ Creating a pattern of words or phrases like this emphasises an idea or argument and becomes more memorable for the audience.
* Repetition: Repeating key words or phrases throughout a piece means an audience is more likely to remember key parts of a message.
* Exaggeration: Exaggeration is about emphasising the best or worst qualities or possibilities of something. It is designed to highlight these qualities or possibilities.
* Similes and Metaphors: Similes (a new road will be like a stake through the heart...) and metaphors (this new road is a stake through the heart) compare one thing to another. Like exaggeration it is designed to emphasise qualities.
* Rhetorical Questions: Rhetorical questions are questions that have only on real reasonable answer. They are designed to force an audience into a position where they must agree to some extent with what is being argued.

Emotive Techniques

These techniques are designed to make an audience connect emotionally to an argument and to associate different emotions with different parts of an argument

* Appeal to fear: This appeal is aimed to make an audience worried or concerned that there will be a negative consequence if an action does or does not take place (i.e if this law is passed we could all have our every move tracked.)
* Appeal to greed: This appeal, also known as the appeal to the hip-pocket (where you keep your wallet), is designed to appeal to our natural desire to have money or make money or have ﬁnancial security.
* Appeal to patriotism: This appeal is designed to connect to feelings of pride we have for our country.
* Appeal to fairness and justice: Everyone believes in being fair. Appealing to our sense of justice can be a powerful way of persuading.
* Praise & attack: Praising a person or idea is about creating a strong sense of positivity. We all respond to someone with heroic qualities or an idea that is visionary. Describing someone or something with words of praise makes us feel good about that thing. On the other hand, attacks do the opposite.
* Inclusive language: ‘We must all think about this...’ and ‘this concerns all of us’ are examples of inclusive language. By using ‘us’ and ‘we’ we are encouraged to think about how we are part of an issue. This can make us more likely to agree with what is being argued.
* Emotive language: Certain words evoke a strong emotive response - words such as ‘disgrace’ or ‘saviour’. Often these are words of attack or praise. It’s important to remember that words of attack or praise connect to our emotions.

Reason Techniques

These techniques are designed to make an audience feel an argument is logical and based on facts and evidence.

* Use of statistics: Statistics give a sense that there is research to conﬁrm your argument. Statistics can often make more impact if they are ‘translated’ in different ways. For example, each minute 200 square metres of forest is chopped down in the Amazon - that’s an area the size of the MCG.
* Use of expert authority: Appeals to expert authority show us that not only is there research to conﬁrm an argument, but the people who know most about an issue agree about it. As an audience we are likely to agree with what the experts tell us.
* Use of examples: Examples are neither statistics or expert authority - but real scenarios or case studies that prove certain aspects of an issue. Examples give a ‘real’ view of the issue.
* Comparisons and contrasts: Comparisons and contrasts are about linking one issue to another issue or case or example. For example - After the bushﬁres in Victoria in 2009 there was a royal commission. The same needs to happen in Queensland after the ﬂood. A comparison uses a different example to help prove the logic of what is being argued.