



ENGLISH

Quarter 3 – Module 1:

The Use of Informative, Persuasive and Argumentative Writing Techniques



Self-Learning Module

GOVERNMENT PROPERTY
NOT FOR SALE



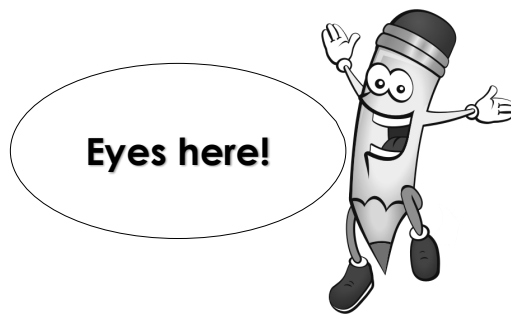
FOREWORD

Writing is one of the most crucial macro-skills in learning communication. The rise of different social media platforms offers a unique agency to expressing oneself. Once you learn how to effectively articulate your message, you can influence people towards positive change!

This Self-Learning Module (SLM) designed to help you express yourself using techniques appropriate to such purpose – inform, persuade, and argue.

In this 21st epoch, young learners like you must be sharp and keen in pen as you all march to become life-long learners as our country's writers!

Write well, warrior writers of our future!



PROGRAM STANDARD

The learner demonstrates communicative competence through his/ her understanding of literature and other texts types for a deeper appreciation of Philippine Culture and those of other countries.

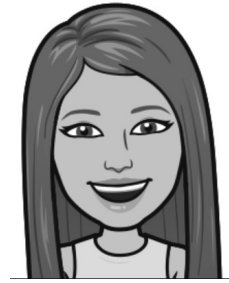
GRADE LEVEL STANDARD

The learner demonstrates communicative competence through his/ her understanding of literature and other text types for a deeper appreciation of World Literature, including Philippine Literature.

CONTENT STANDARD	PERFORMANCE STANDARD
The learner demonstrates understanding of how world literature and other text types serve as sources of wisdom in expressing and resolving conflicts among individuals, groups and nature; also how to use evaluative reading, listening and viewing strategies, special speeches for occasion, pronouns and structures of modification.	The learner skillfully delivers a speech for a special occasion through utilizing effective verbal and non-verbal strategies and ICT resources.



WHAT HAPPENED?



Let us flip few lessons back as we review some key points in literature through this short activity.

Read and encircle the letter of the best answer.

Begin!

- 1-** The COVID-19 virus is a new virus linked to the same family of viruses as Severe Acute Respiratory Syndrome (SARS) and some types of common cold.
- 2-** The disease caused by the novel coronavirus first identified in Wuhan, China, has been named coronavirus disease 2019 (COVID-19) – ‘CO’ stands for corona, ‘VI’ for virus, and ‘D’ for disease. Formerly, this disease was referred to as ‘2019 novel coronavirus’ or ‘2019-nCoV.’
- 3-** Like other respiratory illnesses, it can cause mild symptoms including a runny nose, sore throat, cough, and fever. It can be more severe for some persons and can lead to pneumonia or breathing difficulties and organ failure. More rarely, the disease can be fatal. Older people, and people with pre-existing medical conditions appear to be more vulnerable to becoming severely ill with the virus.

Questions:



1. What could be the best order/sequence of the paragraphs?

A. 4-2-1-3	C. 1-4-2-3
B. 4-1-2-3	D. 1-2-3-4

2. What is the selection about?

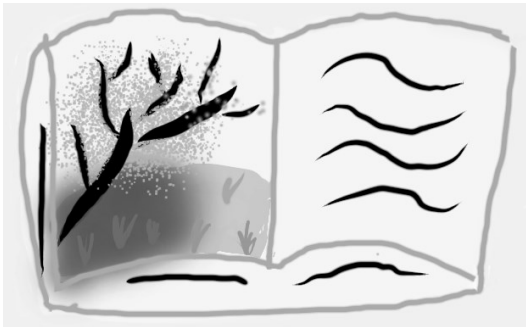
A. Effects of a virus	C. History of Coronavirus
B. New pandemic COVID-19	D. Cause and effect of a virus

3. What paragraph contains the topic sentence?

A. Paragraph 1	C. Paragraph 3
B. Paragraph 2	D. Paragraph 4



WHAT TO LEARN?



WOW! What a jumpstart! I think you're ready to take the next step. Let us learn the various writing techniques. So, let's read and understand!

Go warrior writers!



1. Informative Texts

They describe knowledge about a particular event, process, object, or concept. The goal of an informative speech is for the audience to fully comprehend this knowledge. It will likely rely more on evidence, statistical data, or charts and graphs. (Lumen Learning 2019)

Furthermore, informative essays are usually focused on educating the readers about a certain topic. Typically, these essays will answer one of the five Ws: who, what, where, when, and why. Of course, they can also answer "how," indicating how to do something. They do not express the writer's opinion or try to convince others to take a certain action or stance. (Your Dictionary 2020)

EXAMPLE

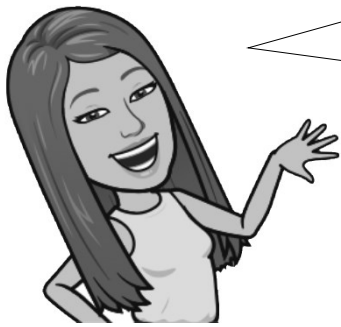
MANILA, Philippines — The Samahan ng Progresibong Kabataan (Spark) on Thursday called on the Department of Education (DepEd) and Commission on Higher Education (CHED) to introduce an "academic freeze" until mass testing for the coronavirus is carried out.

The group in a statement urged these government agencies to fulfill their mandate by siding with students, teachers, and academic and non-academic employees, instead of greedy capitalist-educators. This remark comes as DepEd reported a dismal enrollment turnout of 15.9 million students in public and private schools under the K-12 curriculum.

The number was 12 million pupils short of the 28 million that was earlier set by Briones.

DepEd subsequently extended the deadline for the enrollment period in public schools to July 15.

Source: Hallare, Katrina. 2020. "DepEd, CHED Asked to 'Initiate Academic Freeze' until Virus Mass Testing Is Conducted." INQUIRER.net. July 2, 2020. <https://newsinfo.inquirer.net/1300803/deped-ched-asked-to-initiate-academic-freeze-until-virus-mass-testing-is-conducted>.

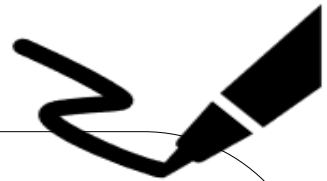


Yeah, you're right! *Informative text* simply explains a particular knowledge. What about when you want to convince an audience?

2. Persuasive Texts

These are texts that seek to have the audience share a belief or feeling about a particular event, process, object or concept. So, if the purpose is to have the audience believe or feel a certain way about the subject, then the writer will tailor the evidence and specific data with appeals to emotion (*pathos*) to lead the audience to the desired point of view. (Lumen Learning, 2019)

EXAMPLE



I am happy to join with you today in what will go down in history as the greatest demonstration for freedom in the history of our nation.

Five score years ago, a great American in whose symbolic shadow we stand today, signed the Emancipation Proclamation. This momentous decree came as a great beacon light of hope to millions of Negro slaves who had been seared in the flames of withering injustice. It came as a joyous daybreak to end the long night of their captivity.

*But one hundred years later, the Negro still is not free. One hundred years later, the life of the Negro is still sadly crippled by the manacles of segregation and the chains of discrimination. One hundred years later, the Negro lives on a lonely island of poverty in the midst of a vast ocean of material prosperity. One hundred years later, the Negro is still languished in the corners of American society and finds himself an exile in his own land. And so we've come here today to dramatize a shameful condition. (Martin Luther King Jr., *I Have A Dream*)*



Impressive and very expressive! That's persuasive. Now when you want to make others favor and agree your side, what technique will you use?



3. Argumentative text

It is one of the most popular types of essays which combine persuasive arguments with fact-based research, and, when done well, can be powerful tool for making someone agree with your point of view or opinion.

An argumentative essay is an essay that uses evidence and facts to support the claim it's making. Its purpose is to persuade the reader to agree with the argument being made.

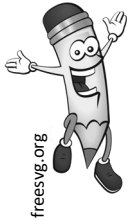
A good argumentative essay will use facts and evidence to support the argument, rather than just the author's thoughts and opinions. (Sarikas 2019)

For example, say you wanted to write an argumentative essay on China's two-child policy. You couldn't just say that it's a great solution to eliminate China's socio-economic and environmental problems faced simply because you only like to have 2 children. Or it isn't the best solution because you hate people rallying against the government because it violates Human Rights. For it to be an argumentative essay, you need to have supporting facts and data to defend your argument, such as the country's population growth, statistics on health-related concerns or death, etc. The first argument is based entirely on feelings, whereas the second is based on evidence that can be proven.

The standard five paragraph format is common, but not required, for argumentative essays. These essays typically follow one of two formats: the *Toulmin model* or the *Rogerian model*.

The Toulmin model is the most common. It begins with an introduction, follows with a thesis/claim, and gives data and evidence to support that claim. This style of essay also includes rebuttals of counterarguments.

The Rogerian model analyzes two sides of an argument and reaches a conclusion after weighing the strengths and weaknesses of each.



ARGUMENTATIVE ESSAY EXAMPLE:

Title: Invite your reader. Reel them in. Make them read your article.

Do you want to reopen? Mass test now.

INTRODUCTION:

Introductory Context: People start their essays in many ways. But usually, essays that argue should start from the context. We need to ground our essay with real life. In some cases, people call this the “news peg”.

1- We get it. We all want to go back to normal. Despite having the longest COVID-19 lockdown in the world, the Philippines is still nowhere near from flattening any curve. As of July 2020, we have over 76 thousand cases with about two thousand dead.

But we still want to reopen and we want a safe way to do it. Countries like Vietnam and New Zealand, where the virus’ transmission is close to zero, have laid out a plan to do this. The large part of which is a systematic national mass testing program. **We need to do this in the Philippines.**

Thesis Statement: This is the heart of your argumentative essay. All your points will come from this.

BODY:

Quick Counterargument (and counter counterargument): This is not necessary, but all good argumentative essays have it. After your thesis statement, you state the **strongest** case of the other side and try to rebut it using your case.

2- Contrary to what people, including our Health secretary, believe, the term “mass testing” doesn’t mean we test every single person in the population. This is the same as the term “mass wedding”, where everybody knows that it doesn’t mean we wed everyone. Mass, in this context, means a large group of people. And as much as possible we need to constantly test three groups of people: *front liners*, those with the symptoms, and those who were able to encounter *those* who had the symptoms.

Points and explanations:

“And I realize, three fundamental truths at the exact same time,” (Hamilton: The American Musical) The general rule of thumb is that one paragraph contains one point and its explanation. **Don’t write long paragraphs** -- it’s tiring to read and write. How many points? Three is the standard, but two really good ones can suffice. Also, make sure to have **verified sources** to support your points.



3- This comprehensive testing program is the first step to flattening the curve. If one is found to be positive, then they can go into home quarantine or, for extreme cases, be admitted to our bursting healthcare system. If negative, they should be able to do essential work outside their homes, while observing proper social distancing protocol. This makes sure that everyone outside, or at least a large plurality of people, are negative of the virus.

4- This, of course, is not easy. Reports on the prices of COVID-19 test kits say how inaccessible it is to the common working-class Filipino. The Red Cross of the Philippines kit, for example, is worth 4000 pesos. This cost is about the same as the cost of living in many Philippine cities. We need to make these tests more accessible. To do this, measures like that in the City of Manila, where the whole Quirino Grandstand is repurposed as a drive-thru COVID-19 testing center, or in Marikina City, where COVID-19 test kits are made free, should be made on a national scale.

5- Plus, there are currently mass produced COVID-19 test kits developed by the University of the Philippines. Its quality has been rigorously vetted by our Health Department. But, for most of these tests, they are collecting dust because of disuse. We need to use more of them, now more than ever. We need to redirect our funds towards acquiring kits and laboratories, instead of other things.

CONCLUSION:

End your essay strongly. Good essayists try to synthesize everything they've said during the last parts. But great essayists try to call back some parts to make a bigger argument -- maybe repeat some parts in your intro, or answer the question you posed. Some would even ask questions at the end!

6- But at the end of the day, this should not be made as a political issue. Groups calling for mass testing now are ridiculed for being enemies of the government. Advocating for mass testing is necessary because we know it works. It makes sure that the lockdown we are in has purpose, instead of us cowering scared in our beds wondering if our sneezes mean that we have COVID-19.



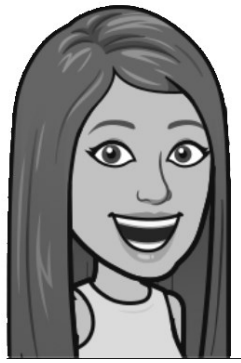
7- Mass testing now, Pilipinas.

Clincher

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Credible and reasonable, that's argumentative! Now, remember, warrior writer, when you write, you must follow the main parts of a paragraph.

The Basic Parts of a Paragraph



Topic Sentence

The **topic sentence** tells the reader what the paragraph is going to be about. It also helps you keep your writing under control. This is why a topic sentence is sometimes called the "controlling idea" of a paragraph.

Body

The **body** is the main part of the paragraph. This is where you tell the reader about your topic by including specific details. All of the sentences in the body must relate to the specific topic of the paragraph and help it come alive for the reader. That is, all of the sentences in the body should contain details that make the topic more interesting or help explain it more clearly. These sentences should be organized in the best possible order.

Clincher

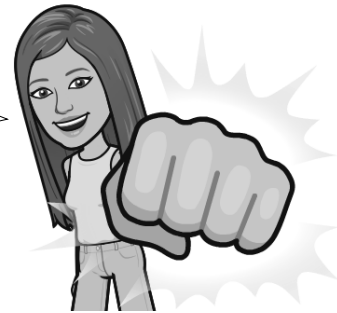
The **closing** or **clincher sentence** comes after all the details have been included in the body of the paragraph. The closing sentence reminds the reader what the topic of the paragraph is really all about, what it means.

(San Juan Unified School District 2020)

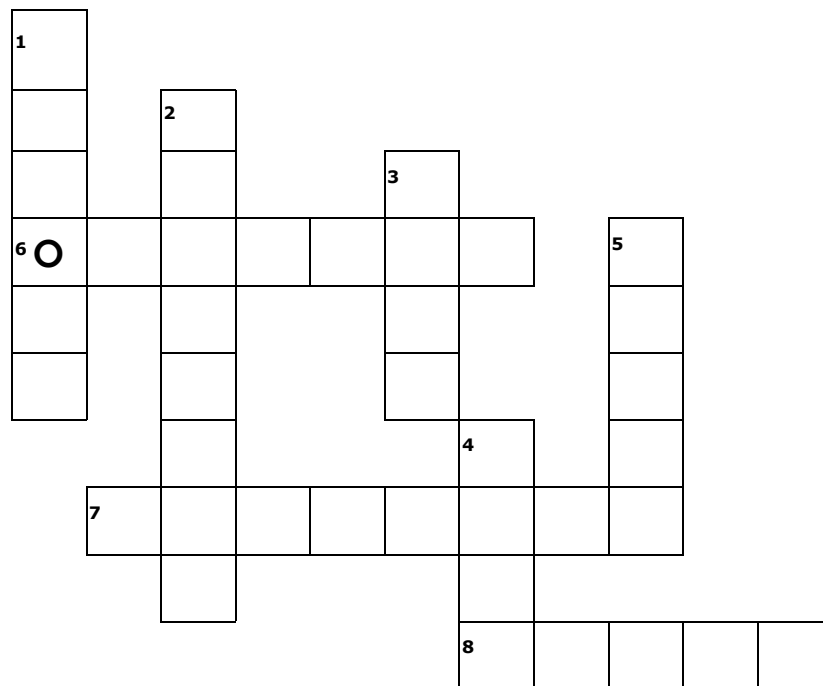


WHAT HAVE YOU LEARNED?

Now, you are ready to take
plight and fight!



Activity 1. Complete the puzzle below.

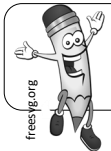


VERTICAL

1. to educate or to describe a knowledge
2. it wraps up the paragraph
3. a part of a paragraph that contains the details
4. a reality or truth
5. when point of views clash

HORIZONTAL

6. a statement of personal belief
7. to convince
8. unifies and controls the content of a paragraph



WHAT HAVE YOU LEARNED?



EXCELLENT!
No turning back now warrior!



Activity 2. Read the short texts below and identify the type of text used:

informative, persuasive or argumentative.

1. Let's think of this scenario: What happens if barangay officials and policemen searching house to house doubt a household's claim that they have no COVID-19 patient? Are they justified to break in and take the suspected patient away?

Then there is what Department of the Interior and Local Government Secretary Eduardo Año is encouraging. If people were made to report who among their neighbors have COVID-19, or at least who they think have it, you can expect there will be a lot of chaos. (Source: The Freeman 2020)

Answer: _____

2. CEBU, Philippines — The Philippine National Red Cross (PNRC) has opened a molecular laboratory that would further bolster the island's COVID-19 testing capacity.

Senator and PNRC Chairman Richard Gordon said the opening of the PRC Molecular Laboratory at the PRC Regional Logistics Hub in Jagobiao, Mandaue City would be a big help in Cebu's fight against COVID-19.

Gordon said the laboratory is capable of testing 4,000 samples a day. (Source: Palaubsanon, Michelle L. 2020)

Answer: _____

3. You can help ease the burden of these people in need here in the U.S. by donating whatever you can to our campaign. It is high time that during these difficult times we set aside our differences to come together, unite, and **BE AS ONE**. If not **NOW**, when? If not **YOU**, then who? You can be that positive change you have been waiting to see in the world.

Alone we can do so little; Together, we can do so much. This too shall pass, and in the end, there's a bright light waiting for all of us at the end of this dark tunnel. **Individually, we are just one drop. TOGETHER, WE ARE AN OCEAN.** (Source: Embrace Relief 2020)

Answer: _____



YOU'RE THE BEST!

Now, warrior writer, this is your ultimate test!

Activity 3. Do the following compositions.

War of Words

A. INFORMATIVE WRITING

Write in less than 200 words about how Covid—19 virus spreads.

B. PERSUASIVE WRITING

Post a short campaign in one of the social media platforms (*i.e.* Facebook, twitter, blog, etc.) about the preventive measures against the spread of Corona virus. Send your teacher a screenshot file.

C. ARGUMENTATIVE WRITING

What do you think is the most appropriate community quarantine status for Mandaue City? Is it:

- Enhanced Community Quarantine (ECQ)?
- General Community Quarantine (GCQ)?
- Modified General Community Quarantine (MGCQ)?

Justify in less than 500 words.



RUBRICS IN CHECKING YOUR ESSAY

CATEGORY	10	8	6	4	SCORE
Content	All the ideas presented are correct and relevant to the topic given.	Most of the ideas presented are correct and relevant to the topic given.	Some of the ideas presented are correct and relevant to the topic given.	None of the ideas presented are correct and relevant to the topic given.	
Organization	The paper was arranged in a logical and clear manner which allows easy understanding.	The paper was somewhat arranged in a logical and clear manner which allows easy understanding.	The paper was not arranged in a logical and clear manner which allows easy understanding.	The paper is vague and not presented properly.	
Mechanics (Grammar & Spelling)	The paper is free from all grammatical and spelling errors.	The paper has 1-3 grammatical and spelling errors.	The paper has 4-5 grammatical and spelling errors.	The paper has more than 5 grammatical and spelling errors.	

SYNOPSIS



You made it!

You have just been introduced to the various writing techniques. I just hope that you use your prowess in writing in promoting goodwill among our fellowmen especially in these testing times. May your work create good tripling effects!

Godspeed.

ACKNOWLEDGEMENT



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She is currently teaching English and French in the same school.



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