

# OGUN DIGICLASS

**CLASS: SECONDARY SCHOOL**

**SUBJECT: ENGLISH LANGUAGE**

**TOPIC: AUDIENCE,**

**PERSUASION&COMPARISON**





# Learning Objectives:

At the end of the lesson, the students should be able to:

- \*Define audience, persuasion and comparison
- \*List some persuasive techniques
- \*Explain the features of persuasion
- \*State examples of comparative conjunctions



# AUDIENCE



## Skills you need

- You must show that you can:
- explore the range of potential audiences who might read or use a text
- understand who a text is aimed at
- organise an answer for this type of question

What do we mean by “audience”?

# Audience

An audience is a group of readers who reads a particular piece of writing. There can be a number of possible audiences in any given piece of writing. For example, if a writer has produced a guide to a theme park, their audience could include: young children, teenagers, parents, school teachers or grandparents.






An audience is also a group of people who participate in a show or encounter a work of art, literature (in which they are called readers) theatre, music (in which they are called listeners).



An audience is the readership of a book or other written publications.



An example of an audience is the crowd on the seats at a sporting event.

An example of an audience are people who tune in to a specific radio show.

An example of an audience are people who enjoy watching a specific genre of movies.



# Try an article...

- **a** The title uses the phrase 'A great day out or weekend away'. Who are they appealing to?
- **b** 'leisurely stroll': what type of people might stroll?
- **c** 'adult only gardens': who might this feature appeal to?
- **d** 'spend a relaxing afternoon enjoying tea and cakes': what types of people would enjoy this?
- **e** 'Run wild in the fairy woodlands': what type of person runs wild?
- **f** 'get an adrenalin kick': what type of person is looking for this activity?

**g** 'magical island theme park': who specifically does this appeal to?

**h** 'retail therapy in the designer outlets': who would enjoy this?

**i** 'leave the children at home ... enjoy ... state of the art spa': who would enjoy this?

**j** 'computerised games room and techno casino': what type of person would enjoy this?

**k** Are there any other words and phrases mentioned in the text that might appeal to a different type of person/groups?



# TOP TIPS?

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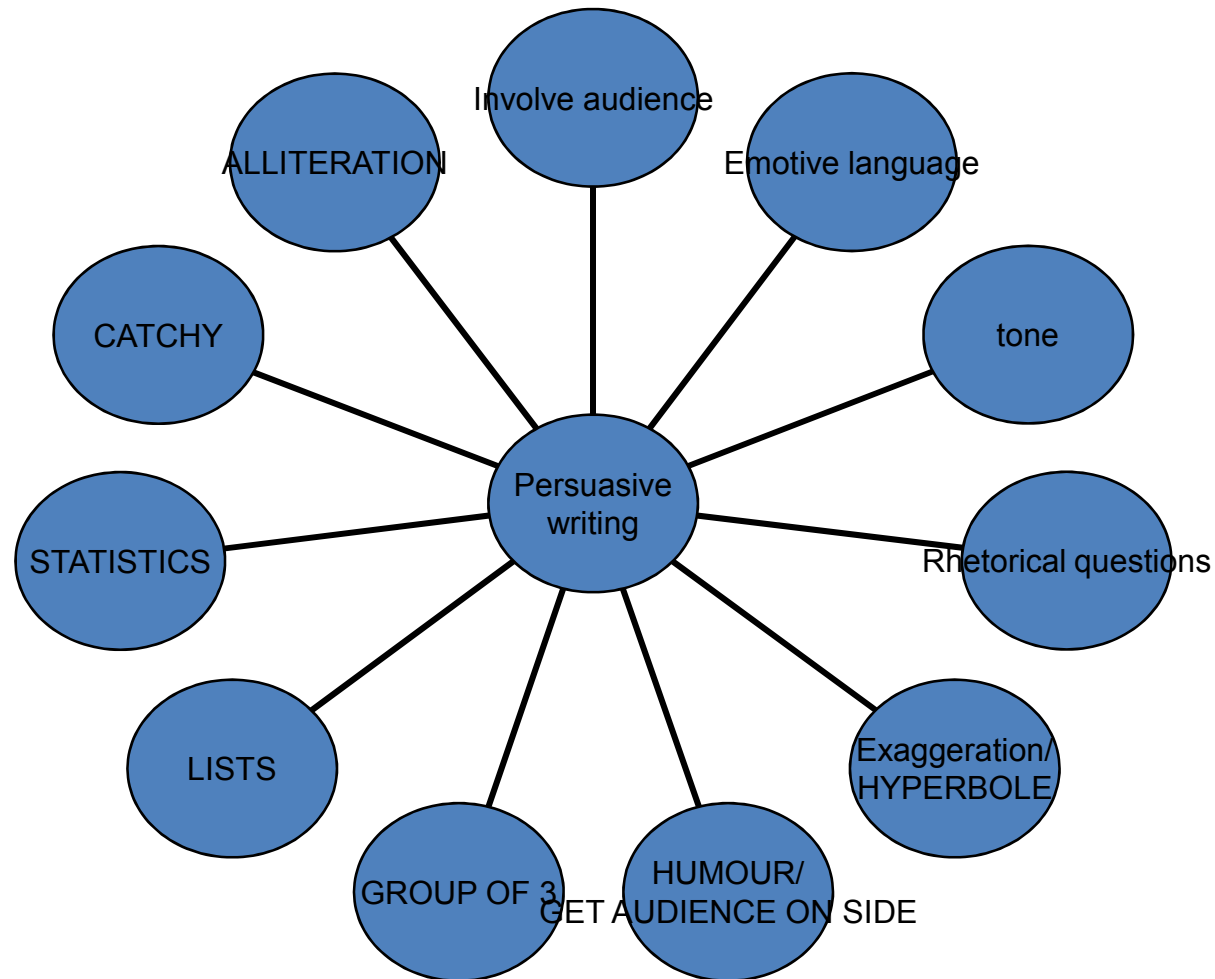
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Don't generalise, identify specific audience groups, link each audience to specific evidence, consider who specific words and phrases might appeal to.

PERSUASION : how would you persuade me to eat this?



# List of persuasive techniques



# Watch out for


Feature	Actions
The writer's approach	Identify the viewpoint and see how the reader is persuaded to share it.
Content	Facts, opinions, stats, examples: how do those chosen make you feel?
Structure	Does the order of presentation have a bearing on the impact?
Language	Key words and phrases – emotive? Passionate?
Tone	Is there a defined tone? Abusive, Sarcastic, humorous, calm, emotional, sad...
Headline	Puns or direct appeal are examples of how this area can be used to manipulate readers
Pictures	Why were those included chosen?
Presentation	If appropriate, does the presentation increase the persuasive nature of the article?




## Using all the skills

- The compare question (Q4) needs you to identify the key features of each piece in terms of structure,, language, audience and purpose – SLAP.
- Tone should also be considered though SLAPT is not as easy to remember!





Persuasive writing intends to convince readers to be in an idea or opinion and to do an action. Many writings such as editorials, proposals, advertisements and brochures use different ways of persuasion to influence readers.



# Comparing Texts



Compare, contrast and evaluate – what do these words mean?



Notice that evaluation requires an analytical approach – you do not have to take sides!

# Comparative conjunctions

Comparative conjunctions are used to link two ideas that are considered to be similar.

Comparative conjunctions include the terms:

*in the same way, likewise, just as, both ... and.*

## Example

Reading aloud to young children stimulates their interest in books. **Similarly**, visiting libraries or book fairs has been shown to increase children's readiness to engage with print.

Contrastive conjunctions link two ideas that are considered to be different. Examples of contrastive conjunctions include:

*but, however, in contrast, on the contrary, instead, nevertheless, yet, still, even so, neither ... nor.*

## Example

This evidence points clearly to a fall in the number of unemployed. **On the other hand**, anecdotal evidence from reputable charities suggests that the number of people seeking financial support has increased.

Concessive conjunctions are a subgroup of contrastive conjunctions. They are used to contrast one idea with another where one piece of information appears to be surprising or unexpected in view of the other idea. Examples of concessive conjunctions include:

*though, although, despite, in spite of, notwithstanding, whereas, while.*

## Example

**Even though** money has been poured into literacy programs, literacy levels among 12-15 year olds do not appear to be improving.



# Compare these two texts: what would you focus on?

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*The Telegraph*, 9<sup>th</sup> August 2008

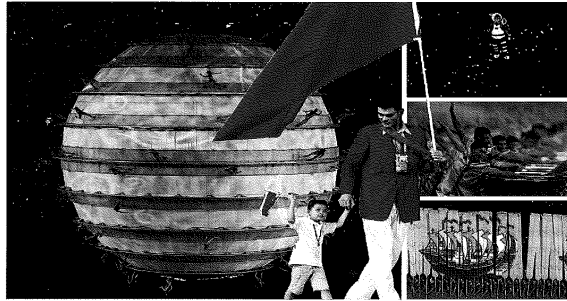
## The world was watching and China didn't disappoint

By Richard Spencer in Beijing and Gordon Raynor

IN a riot of colour, pageantry and invention, Beijing fired the starting gun for the 2008 Olympic Games with the most breathtaking opening ceremony ever seen. For the past year, 14,000 performers have relentlessly chased perfection in their rehearsals, and last night they achieved it, from the first beat of the 2008 perfectly synchronised drummers to the moment the Olympic flame exploded into life four hours later. It was an emphatic display of China's long traditions of showmanship, and a worldwide audience of up to four billion surely looked on in awed admiration.

### The Footprints of Fire

A countdown was beaten out on thousands of bronze drums lit from within to form the number of seconds remaining. Then a battery of fireworks exploded from the stadium, in the shape of a red flower. A second volley burst into the sky from Tiananmen Square, forming the shape of a giant footprint. Rockets formed a footprint every second, marching to the Bird's Nest stadium, with 29 footprints in all, one for each modern Olympiad. As the fireworks died down, acrobats dressed as sylphs flew above the arena, and thousands of tiny lights came together to form



the Olympic rings which lifted into the air to gasps from the crowd.

### The giant scroll

After 56 children, one from each of China's ethnic groups, brought the Chinese flag into the stadium, a scroll unfurled to form a giant screen on to which images of China's 5,000-year history were projected. Thousands of years of art, including cave paintings and the 12th-century Song dynasty masterpiece *A Thousand Li of River and Mountains* were projected on to the scroll.

### The Terracotta Army

Peace was followed by war in the shape of a triumphal

army dressed as the Terracotta Warriors. As the scroll showed a map of the ancient Silk Road, hundreds of women dressed in blue silk to represent the sea held up giant oars showing the seven voyages of Zheng He, who sailed the world 87 years before Columbus.

### The songs

As the performance moved into the modern age, dancers arranged themselves in the form of a dove and then of the Bird's Nest itself. After a mass display of kung fu and tai-chi - Chinese shadowboxing - an enormous globe rose out of the ground, with performers on wires running around it, and above

them astronauts representing China's space programme to bring the show up to the present day.

### The athletes enter

The Chinese flag was carried by the 7ft 6in basketball star Yao Ming, accompanied by Lin Hao, a nine-year old survivor of the earthquake in Sichuan province. As the athletes paraded around the arena, they walked over a canvas infused with ink, so that their footprints made a landscape picture which was then raised to form the podium on which the official speeches were made.

## Something in the air tonight – as usual

Simon Barnes

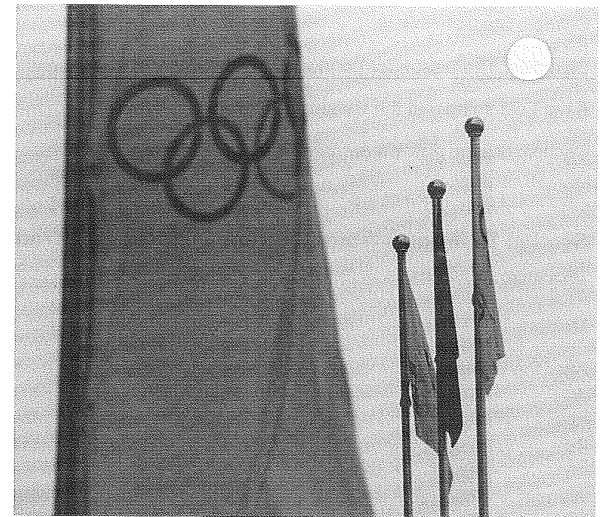
If you peer hard enough through the pall of smog that squats over this city, you can sight glory and smell triumph. Not just the wonder of Olympic athletes in victory, but also a wild celebration of the human spirit. The smog itself tells us about all the astonishing things that humanity is capable of achieving. It is utterly appropriate that the day before the opening ceremony of the Beijing Olympic Games of 2008 should pass, as all other days this week have passed, in a great and glorious cloud of murk.

We had a blue-sky day on Sunday, then the sun went missing. I had a three-second sighting of it a couple of days back, but you had to be quick. If you hadn't seen it for a while, you wouldn't have recognised it. But most of my time here has been spent in a strange silver-grey dome about half a mile across. It's as if the world beyond doesn't exist.

The Chinese say it's just a foggy day in Beijing town. Foreign sensation-seekers say it is lethal smog. And they are both right, very high humidity and a cloud ceiling of about zero feet do not do much to make the city look good, but the unshifting cloud, filled with the perpetual paranoid buzz of helicopters, is not made of water vapour alone.

The BBC has been taking informal readings and the other day came up with a figure of 191 micrograms of particulate matter per cubic metre of air. We are all experts now, so I can tell you that the particulate matter in question mostly comes from the emission of fossil fuels. The World Health Organisation recommends a target of 50, and 150 as an interim target for developing nations. London is about 21. Chinese readings of the Beijing air are significantly lower and anyway, these measurements can vary wildly.

But clearly we are in sub-optimal conditions for the start of the greatest



sporting event on earth. All those famous and draconian measures that the Chinese Government has taken have failed to give us a single blue-sky day in the week leading up to the Games. Traffic has been halved – odd and even number plates on alternating days – and factories, construction sites, mines and chemical plants have been given an enforced holiday. And still I can't see from one end of the Olympic Park to the other.

Now, we all know that pollution is a bad thing, but it doesn't happen through malice. And here, it has come about because of a wild uplifting surge of the human spirit. Modern China is a phenomenon. It is the result of individual initiative. The freeing of the native entrepreneurial spirit has resulted in an explosion of creativity.

The people have sought to do in a

decade what other nations have done over the course of centuries. It has been a wild and reckless charge head-long into the modern world. It has been glorious, it has been spectacular. Now it is time to count the cost, and the world looks at the great things China has done and sucks its teeth.

Restoration ecology, replanting, re-greening: the developed world is spending a fortune putting the toothpaste back into the tube, while China has the tube on the floor and is stamping with all its might.

Perhaps these Games will stand as a lesson to us all, that economic development is not the only thing in life that matters. But for China, as for the developed world, such a realisation is a little on the late side.

CORONAVIRUS IS A MAJOR  
PROBLEM IN NIGERIA.

CORONAVIRUS IS NOT A  
MAJOR PROBLEM IN  
NIGERIA.

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## ASSIGNMENT

- 1 Explain these writing terms  
Audience, Persuasion  
& Comparison
  2. Highlight and explain the  
features of persuasion.
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