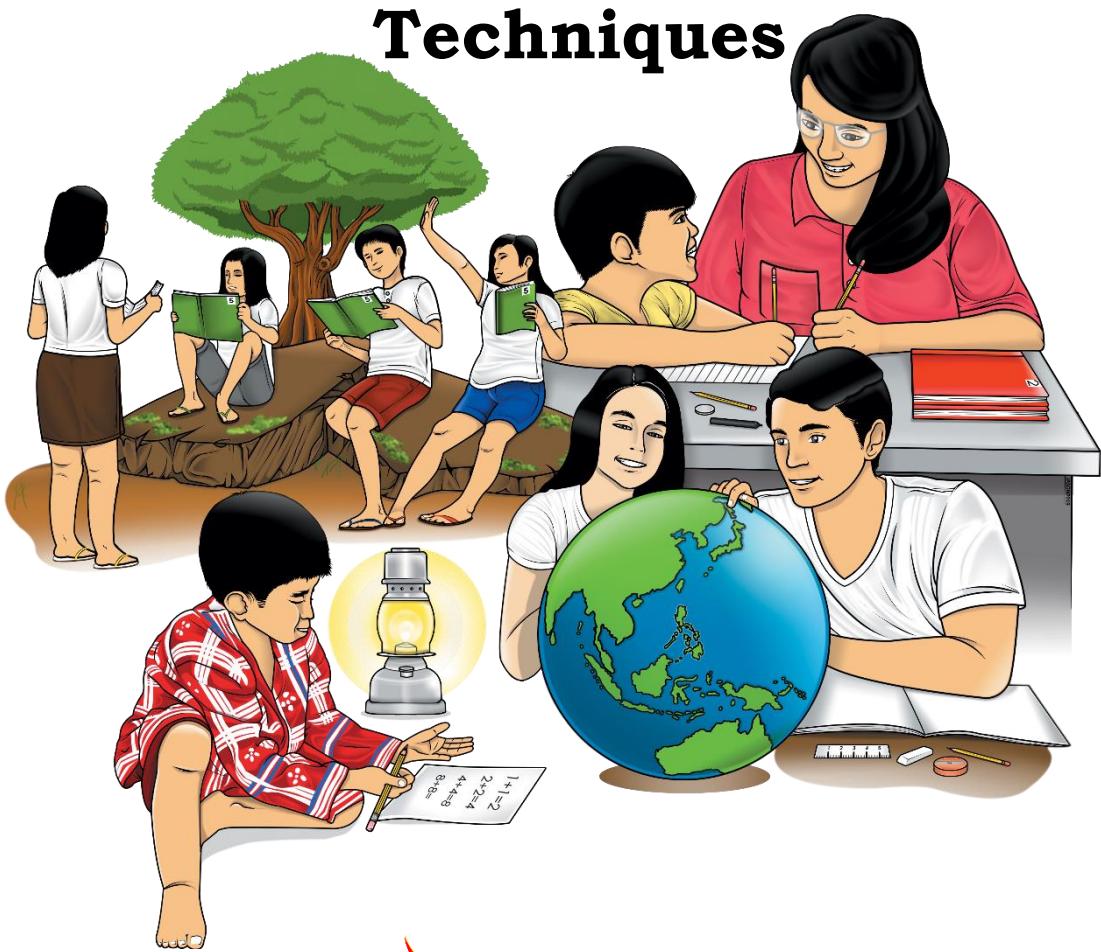


# English

## Quarter 3 – Module 2b: Using a Variety of Persuasive and Argumentative Writing Techniques



**English – Grade 10**

**Alternative Delivery Mode**

**Quarter 3 – Module 2b: Using a Variety of Persuasive and Argumentative Writing Techniques**

**First Edition, 2021**

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Published by the Department of Education

Secretary: Leonor Magtolis Briones

Undersecretary: Diosdado M. San Antonio

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# **English**

**Quarter 3 – Module 2b:  
Using a Variety of Persuasive  
and Argumentative Writing  
Techniques**

## **Introductory Message**

This Self-Learning Module (SLM) is prepared so that you, our dear learners, can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pre-tests are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the post-test to self-check your learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, Notes to the Teacher are also provided to our facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests. And read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.

Thank you.



## What I Need to Know

This module was designed and written with you in mind. Primarily, its scope is to teach you how to write a persuasive and an argumentative essay employing various techniques.

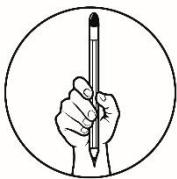
While going through this module, you are expected to:

1. determine the difference persuasive, and argumentative writing;
2. identify some writing techniques used in persuasion and argumentation; and
3. write a persuasive or an argumentative essay employing the techniques learned.

By the way, use a sheet of paper as your answer sheet to write your answers of the different activities presented in this learning module. DO NOT ANSWER here directly.

Here is an outline of the different parts of your learning material.

Label	Description
What I need to know	This states the learning objectives that you need to achieve as you study this module.
What I know	This is to check what you already know about the lesson on this module.
What's In	This connects the current lesson with a topic or concept necessary to your understanding.
What's New	This introduces the lesson to be tackled through an activity.
What's In it	This contains a brief discussion of the learning module lesson.
What's More	These are activities to check your understanding and to apply what you have learned from the lesson.
What I have Learned	This generalizes the essential ideas tackled from this module through a lesson summary or an activity.
What I Can Do	This is a real-life application of what you have learned.
Post-Assessment	This is an evaluation of what you have learned from this learning material.
Additional Activity	This is an activity that will strengthen and fortify your knowledge about the lesson.



## What I Know

### Activity #1: Multiple Choice

- A. Write the letter of the correct answer on your answer sheet.
1. Which type of writing aims to convince the readers to agree with the writer's opinion or perspective?  
A. Argumentative Writing      C. Informative Writing  
B. Descriptive Writing      D. Persuasive Writing
  2. Which of the following statements best describes argumentative writing?  
A. It presents the writer's side about an issue and the evidence to prove his points.  
B. It uses emotive language to sway the readers to agree with the writer's opinions.  
C. It usually ends with a call to action.  
D. All of the above.
  3. Which of the following is *not* an acceptable evidence to prove one's point?  
A. opinions of random people      C. statement of experts  
B. research findings      D. statistics
  4. Besides knowledge about the topic, what is an important aspect to consider when writing a persuasive or an argumentative essay?  
A. length of the essay      C. knowing the target audience  
B. extensiveness of vocabulary      D. using all writing techniques
  5. What persuasive writing technique uses an interrogative statement to emphasize the obvious and make the reader reflect about it?  
A. Appeal to Authority      C. Repetition  
B. Appeal to Emotion      D. Rhetorical Question
  6. What technique aims to persuade the readers by telling that everybody else has accepted the idea or that the majority is already doing it?  
A. Appeal to Authority      C. Repetition  
B. Bandwagon      D. Rhetorical Question
  7. Which of the following is a thesis statement?  
A. An app or tablet can provide children with an alternate medium for education.  
B. Gifted children can also benefit from technology-based learning environments.  
C. The use of technology and screen time can be positive for children.  
D. Technology allows children to excel academically.

8. What is the purpose of a counterargument in argumentative writing?
- A. It is primarily aimed at setting argumentative from persuasive writing.
  - B. It is meant to make the essay longer and meet the word count.
  - C. It provides a chance for the writer to acknowledge the loopholes of his own arguments.
  - D. It is intended to weaken the opposing arguments by presenting evidence that would invalidate their claim.
9. Which of the following is an example of a counterargument?
- A. The result of several studies have shown that corporal punishment is harmful.
  - B. Poor cognitive development skills is also a result of the stress caused from the anxiety associated with corporal punishment.
  - C. Corporal punishment can cause children to have a poor view of their own self-worth, which may be an entirely internalized behavior.
  - D. Although corporal punishment can provide positive and temporary child compliance, the effects of such action is deleterious and can last for many years.
10. From the given options in #9, what is the writer's stand about the issue on corporal punishment?
- A. He is against it because he has experienced it when he was a child.
  - B. He is against it because of its many negative effects on the child.
  - C. He supports it because it can make children comply.
  - D. He supports it because experts say it is effective.
- B. Identify if the statement is a description or an example of persuasive or argumentative text. Write P for persuasive and A for argumentative.
11. It aims to make the readers acknowledge the truthfulness of the writer's claims.
12. It involves analysis, synthesis, and evaluation of information or evidences to give a solid support to the argument.
13. It usually ends with a call to action.
14. Diane Dimond wrote on her blog, "And once robbed of their self-esteem, they can suffer from mental and physical problems, drop out of school and even commit suicide." No one likes the way insults feel, and this is why bullies are criminals.
15. Slow internet speed in the Philippines is a problem in ensuring quality education. The country fell six notches to 121 out of 139 countries, its 12.09 mbps far below the global average of 30.89 mbps; this is why Filipino learners cannot keep up with international standards.

## Lesson 1

# Persuasive Writing Techniques



## ***What's In***

Writing is probably the most difficult and uninteresting activity for most students, especially when they need to meet a certain number of word count for the write-ups that they need to submit. They are usually at a loss for words, or they struggle with organizing the information into a cohesive essay, probably due to not having read enough. But while writing may seem a challenging task or a difficult skill to master, its uses and benefits are vast.

There are different writing styles that are worth learning, and two of the most common are persuasive and argumentative writing. These two may seem similar; however, they differ in terms of purpose, tone, style among others. For instance, persuasive texts aim to convince readers to agree with the writer's opinions or to act the way he wants them to, but an argumentative essay lets the readers choose which side to agree with.

You may not be aware but you are often involved in acts of persuasion and argumentation, be it with your friends, parents, teachers or other people. In the following lessons and activities in this module, you will learn to polish your persuasive and argumentative skills and apply them to compose well-written texts under each style.



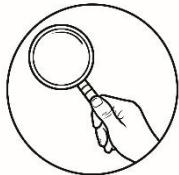
## What's New

### Activity 2: Top Five

Study the word cloud and then copy five (5) words which are very much related to the concept of PERSUASIVE WRITING. Write the words on your answer sheet.

MESSAGE CONCLUSION  
EMOTION PROOF MODALITIES  
CONVICTION STRATEGY  
FACTUAL STATISTICS IMPOSSIBLE  
SOURCES LANGUAGE CONFLICT  
GRAMMAR THEMES  
PROPAGANDA EXPERIMENT WRITING ENGLISH  
CONVINCE EVIDENCE SPEECH TECHNIQUE  
OPINION RESEARCH  
PARAGRAPHS CONJUNCTIONS  
STORY INTRODUCTION  
ELEMENTS ORIGINAL

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_  
5. \_\_\_\_\_



## What is It

Have you ever tried asking your parents for an increase in your allowance, or convincing your friends to do something for you? If you did and you succeeded, then you must have good persuasive skill and you can channel this skill into writing.

**Persuasive writing** is a type of writing that aims at convincing people to think, feel, or to act in the writer's way. Persuasive texts may be in the form of essays in books, articles in newspapers and magazines, posters and, of course, advertisements. All these forms of persuasion try to get the readers to agree or to take an action.

A persuasive writing usually contains: a) the writer's opinion, which he/she wants the readers to accept; b) evidence or information to support the writer's opinion; c) the action that the writer wants the readers to do.

Persuasive writing is so common that it seems easy to do, but the writing process is not as simple as just sharing an opinion. The writer needs to combine thorough research with good word choice in order to make his opinions believable and get the readers to agree with him. That is the ultimate goal, and this is why persuasive writing is powerful.

Here are some of the effective and commonly used persuasive techniques used by writers to achieve their purpose.

1. *Rhetorical Question*. This is a question that is not intended to be answered. Instead, it is meant to state the obvious, or to challenge the readers and to make them think. For example: Wouldn't you do everything to make your family happy?
2. *Repetition*. Repeating key words or phrases will likely make readers remember them.
3. *Bandwagon*. This is the technique that would convince a reader to believe in an idea because the majority or everybody else believes it's true. For example: Nine out of 10 students got higher grades because of the modular learning setup.
4. *Appeal to Emotion*. The use of emotive language can help sway the readers to side with the writer or to do what he says. For example: Be thankful that you have more than what you need. Others children do not even have a roof above their head, but they study harder than anyone.
5. *Appeal to Authority*. The writer needs to establish himself as an authority in the topic he is writing about by using facts, figures, and other proofs that would support his opinions or claims.

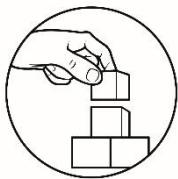
From these techniques mentioned, it is evident that the writer would usually use a passionate, personal or emotional tone when addressing the readers. Take note also that writers usually use two or more of these techniques when composing a persuasive text to add impact to their statements, but they should first know their audience or target readers in order to identify the best techniques that would work. For instance, when writing to persuade a group of professionals, emotive language may not work as effective as it would to a group of teenagers.

Knowing these techniques does not necessarily mean being able to write a good essay. The structure is equally important. The structure of most persuasive essays follow a rather simple format.

One paragraph introduction that presents the topic and the writer's stand or opinion about it.

At least one body paragraph that presents further explanation, as well as evidence or proof that would support the writer's opinion

One concluding paragraph that summarizes or repeats the opinion, or calls the reader to action based on that opinion



## What's More

### Activity 3: Recognize Me?

Read the following paragraphs lifted from Marla Manlapig's "What's to blame for the low reading comprehension of the Filipino youth?" (CNN Philippines, April 21, 2020). Afterwards label each paragraph according to the parts of a persuasive writing. Choose from the options given below.

#### INTRODUCTION

#### EVIDENCE

#### CALL TO ACTION

1. "Our students do not know how to process the text," opined Frederick Perez, current president of the Reading Association of the Philippines.
2. The dismal performance of the Philippines in the 2018 Program for International Student Assessment (PISA) sends the message that the country's educational system need to take reading instruction seriously, particularly in upskilling teachers and developing effective materials for reading instructions.
3. The PISA report also revealed that expenditure per student in the country is 90 percent lower than the global average, and this limited funding results in the absence of viable teaching materials. This hampers the ability of each student to learn and comprehend the materials presented.
4. The reading problem is a national issue, so there has to be an immediate evaluation of the curriculum. Also, the government must consider allocating more funds to the education sector to make possible the training of teachers, as well as the creation and evaluation of teaching and learning materials.
5. Moreover, the Department of Education should develop materials that would introduce the learners to expository texts which deal with information. Filipino learners performed poorly in the PISA because the test is mostly made up of expository texts and calls for the processing of information, and they are not prepared for it.

#### **Activity #4: Decent Proposal**

Write a letter to your school principal and Student Council convincing them to develop or adopt an online learning management system to where self-learning modules will be uploaded and compliance or completion rate can be tracked by both teachers and parents. Your letter will be scored based on the rubric below.

	<b>5</b>	<b>4-3</b>	<b>1-2</b>
<b>Content</b>	The letter clearly presents the writer's purpose and effectively utilizes persuasive writing techniques. There are also adequate and factual details to support the purpose.	The purpose is evident, and persuasive techniques were used. There are also adequate details to support the writer's purpose.	The purpose was stated; however, there was no use of persuasive techniques and the supporting details seem random and irrelevant.
<b>Organization</b>	There was logical organization of the details of the letter, from the statement of purpose to the supporting details, and was concluded effectively.	There was a clear and logical organization of details from the statement of purpose and the supporting details. However, the letter wasn't ended effectively.	The content of the letter was not organized, thereby obscuring the writer's intent or purpose. There wasn't any clear ending as well.
<b>Mechanics</b>	The parts of a business letter are complete. Further, there was not a single error in grammar, punctuation, spelling and word usage.	The parts of a business letter are complete, but there are about 3-5 errors in grammar, punctuation, spelling or word usage.	Some parts of a business letter are not indicated, and there are numerous errors in grammar, punctuation, spelling and word usage which affect the meaning of the sentences.

## Lesson 2

# Use Argumentative Writing Techniques



## What's New

### Activity 4: Right Where It Belongs

Identify where these elements are found in an argumentative essay by putting a check mark on the corresponding column.

	<b>Introduction</b>	<b>Body</b>	<b>Conclusion</b>
1. Background Information			
2. Counterarguments			
3. Reasons			
4. Summary			
5. Evidence/Proof			
6. Thesis Statement			



## What is It

In one of your previous modules for this Quarter, you were introduced to the essentials of an argument essay. Here in this lesson, you will revisit the concepts and further your learning by getting familiar with some argumentative writing styles.

**Argumentative writing** is a type of writing wherein the writer aims at presenting an issue (be it scientific, political, social, etc.) and then taking side or making a stand, which he will have to support by giving proof or evidence. This task requires that the writer read about the topic and research about evidence (e.g., statistics, statement of experts, legal documents).

As mentioned in earlier, it is quite similar with persuasive writing in some aspects, but argumentative texts adopt a fair, formal and reasonable tone; hence, emotive appeal do not play a significant role here. In terms of structure, argumentative essays should have a straightforward structure so they are easy for readers to follow.

1. Introductory paragraph – This part should provide an outline of the topic, the background information needed to understand your argument, the evidence you will present, and your thesis statement. (A thesis statement is a clear, concise, one-sentence summary of your main point and claim.)

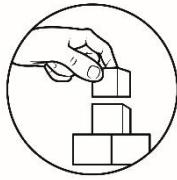
2. Body paragraphs – This part comprises at least three paragraphs that contain reasons and evidence (such as examples, research, statistics, statements from an authority, etc.) that back up your claim.

3. Counterargument – This paragraph is still part of the body, but it is reserved for acknowledging opposing claims and then refuting them to further support your side or stance.

4. Conclusion – This is a one-paragraph part that restates your thesis and summarizes all of the arguments. Here, no other arguments should be introduced anymore.

To make sure that the content of each paragraph has substance, here are some argumentative writing techniques or tips outlined from Sarikas (2019) and other sources:

1. *Make your thesis crystal clear.* Readers should be able to pinpoint immediate what your thesis statement is; otherwise, it would make your essay weak. Make it stand out by putting it in the first paragraph of your essay.
2. *Use evidence to support your side.* For every point that you make, make sure you have facts to back it up. This not only makes your essay stronger, but it also helps you build your authority or credibility as a writer.
3. *Show why the other side is weak.* The best argumentative essays are not that focuses only on their side but those that present opposing arguments and then countering them. This tells the reader that the writer has really considered all sides and found out which is better.
4. *Use logical connectors.* Knowing the right words or phrases to use plays an important part in making sure that all the contents of the essay are organized. Therefore, make sure to use where appropriate some logical connectors such as however, on the other hand, consequently, therefore, and so on.



## What's More

### Activity 5: Mix and Match

Exercise further your critical thinking skill in this activity. Read the given thesis, and then choose from the table two valid and strong arguments and three accompanying evidences that would support the thesis. Write your answers on your answer sheet.

**Thesis:** In times of a pandemic, and in a place where discipline is not part of every citizen's vocabulary, a lockdown is still the Philippine's best option to keep the coronavirus disease under control.

#### Arguments:

1. Limiting the movement of people in public spaces minimizes the spread of the virus.
2. A lockdown compels the leaders to prove their worth in extending public service.
3. Staying at home allows for a much needed bonding time among family members.
4. Imposing curfews and window hours help ensure public order and safety among residents.
5. A time off from public spaces allows the environment to heal itself.
6. All countries who successfully contained the virus implemented a lockdown.

#### Evidences:

1. At least 7.3 million Filipinos lost their jobs because of the pandemic based on the record of the Philippine Statistics Authority.
2. According to a study by the University of the Philippines, there is an 83 percent decrease in Covid-19 cases during the implementation of the lockdown.
3. Philippine National Police record shows that crime rate dropped to 55 percent during the lockdown period.
4. The ozone layer was reported to have recovered, and Manila Bay is a lot cleaner now.
5. Former health secretary and dean of Ateneo School of Medicine Manuel Dayrit said, "Not imposing community quarantine will risk a Wuhan-like situation."
6. In March alone, over 17,000 lockdown violators were arrested.

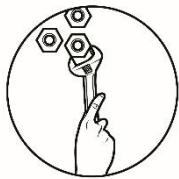


## **What I Have Learned**

### **Activity 6: Table for Two**

Complete the table by filling-in the missing information about persuasive and argumentative writing. Base your answers from the discussions in this module.

	<b>Persuasive</b>	<b>Argumentative</b>
<i>Purpose</i>	1.	To get readers to recognize and accept that the writers' argument is valid.
<i>Starting Point</i>	2.	Identify and research about the topic and decide which side to support(pro/con).
<i>Structure</i>	Usually three paragraphs long with an introduction that states the opening statement; a body that contains series of points, elaboration/evidence; and a conclusion that summarizes and restates the opinion.	3.
<i>Support</i>	Relies mostly on opinions and emotions to influence the readers	4.
<i>Tone</i>	5.	6.



## What I Can Do

### Task 7: Arguably Agreeable

Write either a persuasive or an argumentative essay (three to five paragraphs) about any of the topics listed below. This would require you to research about your chosen topic. Also, be guided with the content of the rubric.

- a. No Fail Policy
- b. Extension of School Year 2020-2021
- c. Privatization of the Baguio Public Market
- d. Covid-19 vaccines

Traits	5	4	3	2
CONTENT	There is one clear, well-focused topic. Main ideas are clear and are well supported by detailed and accurate information.	There is one clear, well-focused topic. Main ideas are clear but are not well supported by detailed information.	There is one topic. Main ideas are somewhat clear.	The topic and main ideas are not clear.
ORGANIZATION	The introduction is inviting, states the main topic, and provides an overview of the paper. Information is relevant and presented in a logical order. The conclusion is strong.	The introduction states the main topic and provides an overview of the paper. A conclusion is included.	The introduction states the main topic. A conclusion is included.	There is no clear introduction, structure, or conclusion.
PURPOSE	The author's purpose of writing is very clear, and there is strong evidence of attention to audience. The author's extensive knowledge and/or experience with the topic is/are evident.	The author's purpose of writing is somewhat clear, and there is some evidence of attention to audience. The author's knowledge and/or experience with the topic is/are evident.	The author's purpose of writing is somewhat clear, and there is evidence of attention to audience. The author's knowledge and/or experience with the topic is/are limited.	The author's purpose of writing is unclear.
WORD CHOICE	The author uses vivid words and phrases. The choice and placement of words seems accurate, natural, and not forced.	The author uses vivid words and phrases. The choice and placement of words is inaccurate at times and/or seems overdone.	The author uses words that communicate clearly, but the writing lacks variety.	The writer uses a limited vocabulary. Jargon or clichés may be present and detract from the meaning.



## Assessment (Post)

**Multiple Choice:** A. Write the letter of the correct answer on your answer sheet.

1. Which of the following statements best describes argumentative writing?
  - A. It presents the writer's side about an issue and the evidence to prove his points.
  - B. It uses emotive language to sway the readers to agree with the writer's opinions.
  - C. It usually ends with a call to action.
  - D. All of the above.
  
2. Which type of writing aims to convince the readers to agree with the writer's opinion or perspective?

A. Argumentative Writing	C. Informative Writing
B. Descriptive Writing	D. Persuasive Writing
  
3. What technique aims to persuade the readers by telling that everybody else has accepted the idea or that the majority is already doing it?

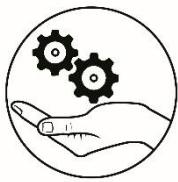
A. Appeal to Authority	C. Repetition
B. Bandwagon	D. Rhetorical Question
  
4. What persuasive writing technique uses an interrogative statement to emphasize the obvious and make the reader reflect about it?

A. Appeal to Authority	C. Repetition
B. Appeal to Emotion	D. Rhetorical Question
  
5. Besides knowledge about the topic, what is an important aspect to consider when writing a persuasive or an argumentative essay?

A. length of the essay	C. knowing the target audience
B. extensiveness of vocabulary	D. using all writing techniques
  
6. Which of the following is *not* an acceptable evidence to prove one's point?

A. opinions of random people	C. statement of experts
B. research findings	D. statistics
C.	
  
7. Which of the following is a thesis statement?
  - A. An app or tablet can provide children with an alternate medium for education.
  - B. Gifted children can also benefit from technology-based learning environments.
  - C. The use of technology and screen time can be positive for children.
  - D. Technology allows children to excel academically.

8. Which of the following is an example of a counterargument?
- The result of several studies have shown that corporal punishment is harmful.
  - Poor cognitive development skills is also a result of the stress caused from the anxiety associated with corporal punishment.
  - Corporal punishment can cause children to have a poor view of their own self-worth, which may be an entirely internalized behavior.
  - Although corporal punishment can provide positive and temporary child compliance, the effects of such action is deleterious and can last for many years.
9. What is the purpose of a counterargument in argumentative writing?
- It is primarily aimed at setting argumentative from persuasive writing.
  - It is meant to make the essay longer and meet the word count.
  - It provides a chance for the writer to acknowledge the loopholes of his own arguments.
  - It is intended to weaken the opposing arguments by presenting evidence that would invalidate their claim.
10. From the given options in #8, what is the writer's stand about the issue on corporal punishment?
- He supports it because experts say it is effective.
  - He supports it because it can make children comply.
  - He is against it because of its many negative effects on the child.
  - He is against it because he has experienced it when he was a child.
- B. Identify if the statement is a description or an example of persuasive or argumentative text. Write **P** for persuasive and **A** for argumentative.
- It usually ends with a call to action.
  - It aims to make the readers acknowledge the truthfulness of the writer's claims.
  - It involves analysis, synthesis, and evaluation of information or evidence to give a solid support to the argument.
  - Slow internet speed in the Philippines is a problem in ensuring quality education. The country fell six notches to 121 out of 139 countries, its 12.09 mbps far below the global average of 30.89 mbps; this is why Filipino learners cannot keep up with international standards.
  - Diane Dimond wrote on her blog, "And once robbed of their self-esteem, they can suffer from mental and physical problems, drop out of school and even commit suicide." No one likes the way insults feel, and this is why bullies are criminals.



## ***Additional Activity***

### **Task: Convince Me!**

Think about the given scenarios below, and then identify which persuasive technique will work best in each situation. Afterwards, write persuasive sentences (two to three only) based on the identified technique.

1. Convince your classmates that self-dependence in accomplishing the modules is still best.

Technique: \_\_\_\_\_

Support: \_\_\_\_\_

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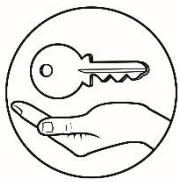
2. Persuade DepEd Secretary Leonor Briones that a “Pass” or “Fail” mark is better than numeric grading system.

Technique: \_\_\_\_\_

Support: \_\_\_\_\_

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## Answer Key

### WHAT I CAN DO (Answers may vary.)

### WHAT I HAVE LEARNED (Answers may vary.)

- #1. Limiting the movement of people in public spaces minimizes the spread of the virus.
- #2. According to a study by the University of the Philippines, there is an 83 percent decrease of Covid-19 cases during the implementation of the lockdown.
- #3. Philippine National Police record shows that crime rate dropped to 55 percent during the lockdown period.
- #4. Imposing curfews and window hours help ensure public order and safety among residents.
- #5. Former health secretary and dean of Ateneo School of Medicine Manuel Dayrit said, "Not imposing community quarantine will risk a Wuhan-like situation."

### WHAT'S MORE (Lesson 2)

	Intro	Body	Conclusion
1.	✓		
2.		✓	
3.		✓	
4.		✓	
5.		✓	
6.		✓	

### WHAT'S NEW (Lesson 2)

1. Evidence  
2. Introduction  
3. Evidence  
4. Call for Action  
5. Call for Action

11. A  
12. A  
13. P  
14. P  
15. A

### WHAT'S MORE (Lesson 1)

1. Possible Answers:  
CONVINCING, OPINION, PROOF, EMOTION, FACTUAL

### WHAT I KNOW (Lesson 1)

1. D  
2. A  
3. A  
4. C  
5. D  
6. B  
7. C  
8. D  
9. D  
10. B

### WHAT I NEW (Lesson 1)

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