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You are the master
puppeteer. You must pull the
heartstrings and logic of the
audience to mould your
view (EMOTIONS)

School uniforms should be
banned

Imagine (PAIN) uniform

Monochrome crowds, lifeless people, ties choking their necks, colourless, bland, cogs in a wheel, enslaved, tethered to their desks, cellophane-like white shirts that cling onto their skin

Laws around child labour (PAIN)

Limp souls, dust, mud, grime, pale ashen skin,
illiterate, futures stolen, tired and famished, enslaved
to illiteracy

School for 5 days or 4 days
(PAIN)

OPEN UP YOUR WEEK 8 HOMEWORK

1. Did you push the reader with your dictatorial viewpoints? Did you impose your beliefs enough through pain? Give yourself a score out of 5
2. Did you ruminate on various philosophical musings to allow the audience to realise the problem for themselves? Score out of 5 (2)
3. Did you probe and trigger the audience with inconvenient truths? Score out of 5 (RESEARCH) (1)
4. Did you pander to the audience by waving a juicy 'carrot' solution? Score out of 5 (0) successful case studies/research

Order and chaos constitute the stage

Known

Yang

Order

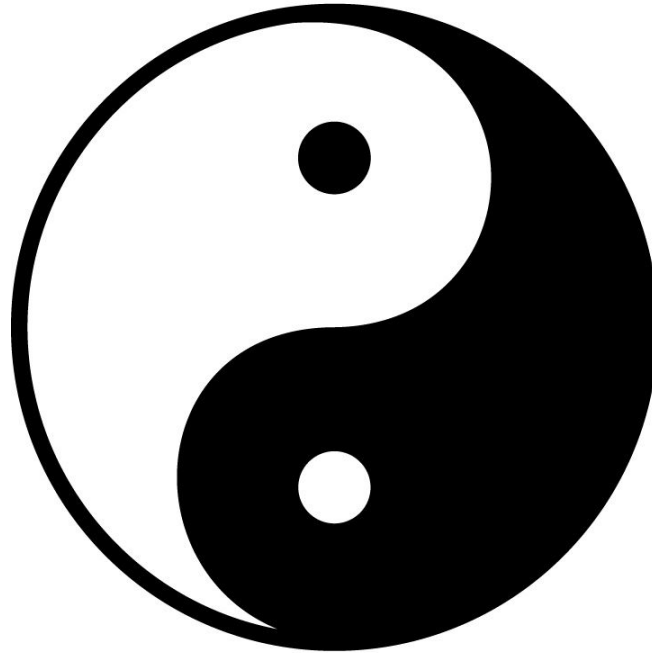
Masculinity

Day

The known

Authoritarianism

Fascism



Unknown

Yin

Chaos

Femininity

Night

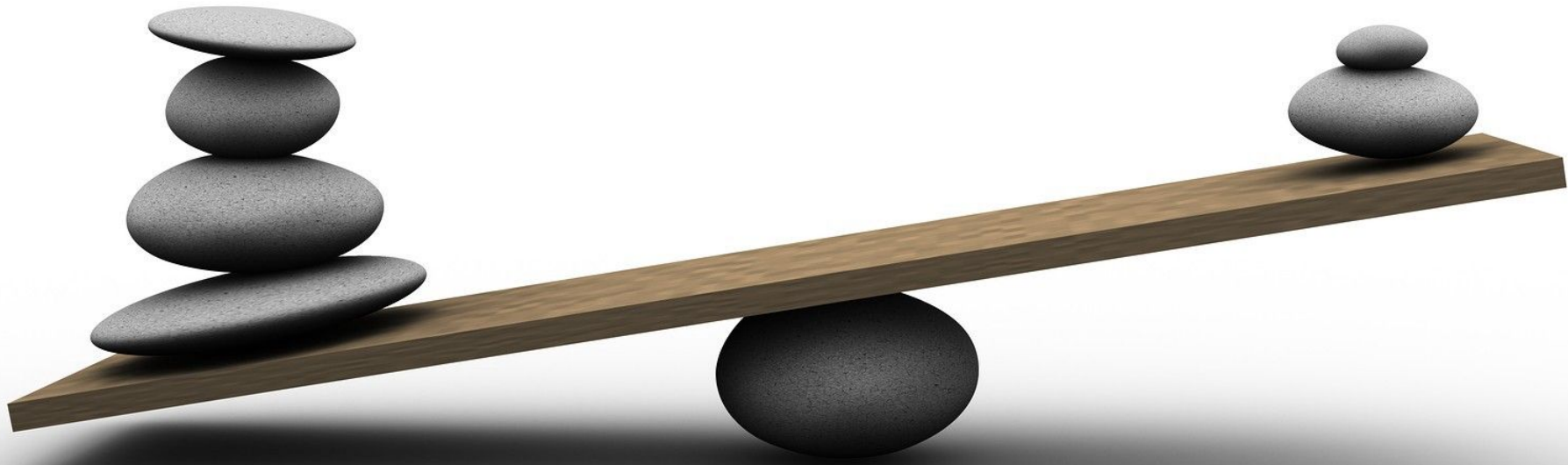
The unknown

Decadence

Nihilism

A delicate balance of
oppositional forces

1. Dictatorial stance (PUSH)
2. Philosophical/Insightful rumination (ASK YOURSELF MEANINGFUL QUESTIONS (QUESTIONING, REALISE BY THEIR OWN ACCORD))
 1. Probing (pushing, trigger (pain))
 2. Pandering to the audience (pull, giving them what they want)



An imbalance in any particular avenue will lead to failure of conversion



TREAD CAREFULLY BUT
TREAD IN EXTREMES

SHOULD WE BAN ZOOS (FACTS/REASONS DO NOT PERSUADE)

WE should ban zoos because X Y AND Z...
(SIMPLISTIC) they are mean to animals, collect
money to the detriment of animals....

Dictatorial

1. Cruel
2. Rid animals of their rights- freedoms
3. Enslave animals for their own profit
4. Callous masters who have no sympathy
5. Breed animals in captivity under the guise of conservation- profit
6. Do not care about needs
7. Neglect animals
8. No standard practices- some zoos fall extremely short of ... cut costs for the purposes of increased profit

Philosophical musing/rumination (indirect)

How would you feel if you..... Caged... photographed,...
flashing light... stripped from your family... orphaned...
alone... artificial environment.... Away from home...
stolen?

Analogy- Human rights.... Universal rights to freedom,
freedom of speech....safety, food, sustenance, laws...
freedom from harm.... Don't you think the animals deserve
the same?

Probing and Trigger (inconvenient truths, insecurities, delusions)

Dog was chained in?

Child learnt about the truth of zoos?

What was actually happening behind closed doors?

Did you think that zoos actually conserve animals? Did you know that Taromngatta Zoo made 1 billion dollars last year.....

Did you think that zoo owners are the altruistic beacons of charity that they claim they are?

Zoo exchange, euthanasia, getting rid of animals- lack of profitability, sold to taxidermists

Pandering to audience (why some people might want zoos to remain?)

You need to understand your audience's deepest desire

Savannahs (safari)- even better than zoos....

WIN- WIN (SELL PEOPLE ON YOUR SOLUTION)

INTRO=4PS- Pain
(emotion), Problem (logical)
BODY PARA= PECS- Point,
Example, Consequence,
Solution

PECS= SCHOOL UNIFORMS

POINT= lack creativity/expression and cause people to feel restricted

Example/Evidence= own experience, research (I feel like x..... Joy of mufti day)

Consequence= (pain) EMOTIONALLY-Choking on a uniform you are suppressed to wear, like a prison of monotony

Solution= mufti every day

PECS- Animal Testing

POINT= Allows clinical trials to be completed before human experimentation, thereby saving human lives.

Example= vaccines, drugs, antiviral....

Consequence (NEGATIVE- WITHOUT)= (What happens if animal testing is not allowed)- many humans wallowing in hopelessness, ages and ages for things to get

Solution= Clinical animal testing

REASONS (STAKEHOLDERS- affected by this)

People should vote. (people, government, public)

Can animal testing be ethical? (PAIN)

Stakeholders (animals, people, companies)

1. Hurts animals (die)
2. Greedy companies (profit)
3. Inaccurate (different in genes)- animal lives wasted

2 people who have different beliefs

BOB and his FRIEND (THE ONLY WAY TO MOVE/SWITCH HIS FRIEND TO HIS BELIEF is to CREATE ENOUGH PAIN)

SMOKING ADS- to stop
smoking- SHOW THEM
THE PAIN

YOU ARE BAD AT PERSUASIVE

YOU HAVE NOT BEEN TAUGHT HOW TO WRITE
PERSUASIVELY BY BIG DOG

PROBLEM AND PAIN

-Your persuasive writing is really a random bunch of repeated points that lack evidence, emotion, logic (= bad Wikipedia article)- generic

-You do not have sufficient knowledge to answer the question at hand (GENERAL KNOWLEDGE)

Use hypothetical examples to illustrate your idea-

NO NO

WRITING SOUNDS LIKE THE OTHER 10,000
kids- 12/20 11/20

BLOWING THE MARKER AWAY WITH YOUR
INTRODUCTION (TRIGGER THEM)-
ATTENTION- don't sound like a boring lawyer or
a PHD



DREW ANGERER/GETTY IMAGES NORTH AMERICAN/GETTY IMAGES

PAIN IS THE ONLY THING
THAT MOVES PEOPLE,
FACTS DO NOT MOVE
PEOPLE

Facts: Smoking causes lung
disease, heart disease...
age 70, risk goes up by 50%

Facts: Obesity rates
skyrocketing, cancer rates,
heart disease increasing
due to junk food (processed
food)

-Your family weeping at your gravestone
Never seeing your kids grow up
Missing birthday, family functions
Kids grow without a father/mother

SHOULD WE BAN ZOOS?

Yes

OWNERS OF ZOOS
ANIMALS

PAINFUL IMAGE

Google Images (NARRATIVE-LIKE FEATURES)
WORLD DEBATING CHAMPIONSHIPS
CHARACTERISATION (EXAGGERATE THE
NEGATIVE EFFECTS)

You spend your days pacing frantically (Futilely, fruitlessly circling, despondently, hopelessly, forlornly) behind the rusted (brutal, unyielding, merciless) bars of an ironclad prison (maniacally following your lone shadow), innocent (crestfallen, helpless, sequestered, forlorn, segregated)) and hopeless. Your voice is unheard (unnoticed) and your pleas for mercy (freedom, salvation) are useless in the ruthless (callous, diabolical) hands of your corporate tyrants (vicious, soulless, brutal) who see your only purpose as a money-making showpiece (trophy, mechanism, exhibit, profit-loss, discarded at old age). Your meagre meals are seen as a business expense, not for your sustenance. And yet, they claim your existence is for your own good under the deceitful veneer (VEIL) of conservation and preservation. This is the sad reality for many zoo animals.

EVERY NOUN NEEDS AN ADJECTIVE
(PERSONIFY EVERYTHING WITH AN EMOTION)

Merciless prison bars

Tyrannical cage of wrath

Forlorn creatures grasping for freedom

Forlorn creatures drowning in harrowing depths of pain and neglect

Very painful image

High impact negative emotions

EXPRESS YOUR SADNESS/ANGER- FIRE

Imagine being stolen (snatched, abducted, kidnapped) from your family and your native land (expansive savannahs, endless plains, boundless prairies) sold to the highest bidder (tranquilised by greedy hunters, packaged in a tiny cage, sent overseas) and living all your waking life, trapped in a putrid (rank, fetid), claustrophobic (airless, suffocating, confined) prison. A ironclad prison void of all natural features, companions and proper food. You are emaciated from the meager meals, barely holding yourself



came as a great beacon light of hope to millions of Negro slaves [Audience:] (Yeah) who had been seared in the flames of withering injustice. It came as a joyous daybreak to end the long night of their captivity. (Hmm)

But one hundred years later (All right), the Negro still is not free. (My Lord, Yeah) One hundred years later, the life of the Negro is still sadly crippled by the manacles of segregation and the chains of discrimination. (Hmm) One hundred years later (All right), the Negro lives on a lonely island of poverty in the midst of a vast ocean of material prosperity. One hundred years later (My Lord) [applause], the Negro is still languished in the corners of American society and finds himself in exile in his own land. (Yes, yes) And so we've come here today to dramatize a shameful condition

METAPHORS
LIGHT/DARK
FIRE
PRISON/CHAINS
EXILE
LONELY ISLAND
OCEAN

OF TECHNIQUE (heart of gold, heart of stone, darkness of tyranny, darkness of emperor's wrath, darkness of slavery, darkness of torture, cage of torture, prison of racial discrimination, chains of terror, chains of tyranny, chains of death, chains of trauma, chains of brutality)

EXTENDED METAPHOR (WHEN YOU EXTEND THE METAPHOR)

-related items to fire

FIRE (flames, ashes, cackling, smog, burnt, charred, smoke, crisp, blaze, embers, sparkles, singed)

The slaves were burnt to a crisp by the flames of racial discrimination, as the fire of tyranny cackled demonically leaving nothing but the ashes of despair and helplessness.

Waterfall (cascade, foam, splashing, torrential, gushing, trickling, thunderous, gurgling, water, rocks) to a PIANO (black and white keys, notes, melodies, sound, chords, music, tunes,

The waterfall of euphoria splashes its beautiful notes of trickling water and gushing currents into the shimmering white foam underneath.

Related items

SATURDAY - FIGURATIVE TECHNIQUES - 7pm (PARENTS)

diagnostic

EXAGGERATING THE PAIN

Sports should not be compulsory at school

Bullying, Dilute academics, Physically exhausted to concentrate

Imagine the

PATHOS (emotion) LOGOS
(logic) ETHOS (right thing
to do)

ALL THREE ELEMENTS TO PERSUADE- moving
them towards your beliefs.



People don't respond to facts. They respond to triggers (PAIN).



TRIGGERED



TRIGGERED

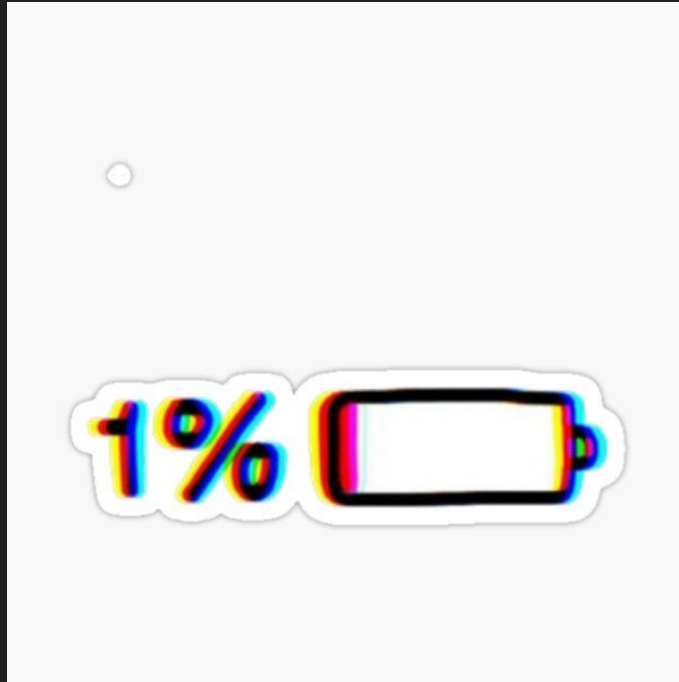
Smoking is bad for you vs



Equality is important vs



Buy this charger vs



LEARN FROM NEWSPAPER HEADLINES

ONLY AFTER YOU TRIGGER PAIN CAN YOU USE
FACTS TO CONVINC

COUNTRYSIDE VS CITY

I WOULD PREFER TO LIVE IN THE CITY
BECAUSE EVERYTHING IS CONVENIENT,
ACCESS TO HEALTHCARE, EDUCATION ETC.

1. TRIGGER THE PAIN (100% CLEAR)



INEQUITY, MANACLES,
IMPRISONMENT,
ISOLATION, DESOLATION

HUSTLE, BUSTLE, MOUNTING STRESS,
HYSTERIA, KEEPING UP WITH WORK,
SKYROCKETING LIVING EXPENSES, DOG
EAT DOG WORLD, MINDNUMBING WORK,

IMAGINE BEING STUCK IN AN ENDLESS
HAMSTER WHEEL OF KEEPING WITH
MINDNUMBING WORK AND HYSTERICAL LIVING
EXPENSES- LIVING PAYCHECK TO PAYCHECK.

USE A PAIN METAPHOR (EXAGGERATE THE PAIN)- 1 min (CITY)

Chains, manacles, Darkness, Inhumanity, Artificiality,
Imprisoned in a mortgage, loans, system of
dog-eat-dog competition, hellish fire of stress, stacks
of bills....

IDIOMS/METAPHORS

anxiety strain pressure tension worry trauma distressnervousness tenseness hassle burden difficulty

troubledisquiet disquietude dread ferment grief hardship oppression

Endless burden of work

Endless worry

Ceaseless troubles/disquietude

Ceaseless dread of early morning commutes

Morning parade of the walking dead

Burning the candle at both ends

Slave on a neverending treadmill of work

TRIGGER-WORTHY CONTENT

Commutes

Hamster wheel of Long hours

Neverending stack of bills

Pollution (corrupted, vile, putrid)

Sanitation

Draconian Conformity in schools/work etc.

Is capital punishment
ethical? No

Family weep,

2. TRIGGER THE PROBLEM



CITIES- Pollution,
Competition, Stress,
Expenses

the Pain and Problem
(OVERPOPULATION,
advent of jobs- migration-
Sydney, Hong Kong, Delhi,
Mumbai, HCM (research),
overcrowding)

4. Possibility- Give them the solution and explain why
Peace, tranquility, stressfree
life of the countryside,
affordable living

INTRODUCTION- 4PS

FRAMEWORK

COPY THE METAPHORS OF MARTIN LUTHER
KING

2 INTRODUCTIONS (COUNTRY vs CHILD
LABOUR)

HOMEWORK/TRIAL TEST

LACK OF TIME MANAGEMENT
SILLY MISTAKES

MATHS AND GA- 50/60- 55/60

NOBODY SHOULD BE SCORING BELOW 45 in GA
NOBODY SHOULD BE SCORING BELOW 30 in
MATHS
GOAL IS FULL MARKS

SPRINT TOWARDS THE
END

Pain

Your Writing Lacks the FIRE of Powerful and UNIQUE Reasons

Your Writing FAILS to PERSUADE and INFLUENCE

It FAILS to capture the IMAGINATION and CURIOSITY of LISTENERS

Your REASONS lack MATURITY and sound like everybody else

ARGUMENTS- RATIONAL ARGUMENTS



CONSEQUENCE (DOOMSDAY- EXAGGERATE)

IF STUDY WAS NOT COMPULSORY

-NO WORKERS IN PROFICIENT, HIGH-LEVEL
JOBS- NO CONTRIBUTION- IMAGINE-
NOBODY COULD COMPUTE ROADS/ PLANS
FOR BUILDINGS

-PEOPLE WOULD NOT BE ABLE TO DEAL
WITH HIGHER LEVELS OF STRESS

SOLUTION

COMPEL STUDY- CERTAIN NUMBER OF HOURS (MINISTER OF EDUCATION)

PROFICIENT LEVEL READING, WRITING AND NUMERACY

BE SPECIFIC

SHOULD CHILDREN BE COMPELLED TO STUDY

PECS- CHILDREN SHOULD BE COMPELLED TO
STUDY IN ORDER TO LEARN RUDIMENTARY
SKILLS AND BROADEN THEIR PERSPECTIVES.

PROOF?

-People with university education are able to complete tasks with higher proficiency- REQUIRE DEEP LEVELS OF COGNITION AND LITERACY SKILLS. SCHOOLS EXPOSE CHILDREN TO DIFFERENT SUBJECTS AND TRAINS OF THOUGHT IN PROFESSIONAL AND ORGANISED MANNER, ENLIGHTENING THEM WITH DIFFERENT PATHS FOR THE FUTURE. MATHS TO ENGLISH TO HISTORY

TOPIC 1- unique, mature...

Nowadays, food has become easier to prepare. Has this change improved the way people live? Use specific reasons and examples to support your answer.

History- hunt and gather for food- amount of food is very limited- one time /day (fasting/feasting)- no issues of obesity/diabetes (modern diseases), cleanliness issues

Modern day, wide variety of selections, technological appliances, fast food, microwaveable food, food delivery services (Deliveroo and Uber Eats)- abundance of food-convenience- diabetes, obesity

Food prepared quickly- microwaveable food, reheated foods.. - fast-paced lives (stressful)

WHAT IS BAD ABOUT FAST FOOD?

P- FAST FOOD CAUSES HEALTH DEFECT (ILLNESSES) SUCH AS DIABETES, HEART DISEASE, HIGH BLOOD PRESSURE, OBESITY BECAUSE OF ITS ARTIFICIAL SWEETENERS AND OILS.

E- RESEARCH (INSULIN SENSITIVITY, ADDICTIVE NATURE- MSG, EASE OF ACCESS, OILS- CLOGGING ARTERIES AND VEINS), HIGH SODIUM LEVELS

C- DYING OF OBESITY, IMMENSE HEALTH COSTS, BURDEN ON THE MEDICAL SYSTEM, EARLY AGE DEATH, PREVENTABLE AILMENTS, WHEELCHAIR BOUND, ROTTING LIMBS

S- GREATER FUNDING, ABOLITION OF FAST FOOD RESTAURANTS, HEALTHIER MENU ITEMS, STIPULATION

PAIN AND PROBLEM- EVIDENCE

Your writing is all hypothetical (NOT REAL)

Your writing lacks facts and substance (made up examples)

Your writing has no logos to back up your fire.

Start with the fire of MARTIN
LUTHER KING.

Finish with the LOGIC of
ARISTOTLE.

A man with dark hair, wearing a dark pinstriped suit jacket over a white shirt and a dark tie, is shown in profile, looking intently at a single french fry held on a white plastic fork. The background is blurred, suggesting an indoor setting like a restaurant or office.

the Doctor says

Fast food is bad

IT'S A 4,000 CALORIE MEAL

**BUT, THE DIET COKE MAKES IT
OKAY**

PECS- THE BIGGEST ISSUE

Point - fast food contributes immensely to world economy

Example- Mcdonald employs 210,000 across the world- employees- dependent- income, living

Consequence- undue stress on the government, jobless, unemployed

Solution- introduce laws for healthier menu items

Point- Fast food is convenient, increases
productivity- reduces time needed for food
prep/cooking

Example- 3 min, Delivery services (Deliveroo and
Ubereats- 30 min) - 7 min

Consequence- prepare, grocery shopping, gas,
electricity, cooking food, wash dishes

Solution- wide variety of delivery/fast food
options, recyclable containers, packing used

MATURE and well-balanced PERSUASIVE

Mistake of one-sided and not considering the big picture

Consider advantages and disadvantages-
overweighs

THINK LIKE SCOMO- SCOTT MORRISON

-economy/ health (COVID 19 risk is low)

SOLUTION: RESEARCH

MEMORISE RESEARCH

BUILD GENERAL KNOWLEDGE

REWRITE IN THE ACTUAL EXAM

POINT: FAST FOOD improves the economy

1. How many workers in McDonalds?
2. What kind of economic development?
3. How does it contribute to the economy?

SELECTIVE SCHOOLS TEST- OPEN ENDED

YOU CAN DO PERSUASIVE

ALWAYS BETTER TO DO CREATIVE
(CHOOSE)

PRIVATE SCHOLARSHIPS
(CREATIVE+PERSUASIVE)

CREATIVE=PERSUASIVE

IF I DON'T HAVE A COMPUTER DURING THE EXAM, WHAT'S THE POINT IN RESEARCHING NOW?

1.MEMORISE YOUR RESEARCH

2.MORE GENERAL KNOWLEDGE YOU HAVE,
THE BETTER YOUR WRITING WILL BE

Microwaveable Food/Meats/Fast food (nutrients)

-Microwaveable food (frozen foods will lack adequate nutrients)- There have been many cases of bacteria outbreaks- Frozen Berries (e coli, hepatitis)

-Fast food- McDonalds- Prevalence- most items are high in transfats- clogged arteries- addictive for young children- unhealthy pattern of eating from a young age.

-Meats- high for quick food- not organic- eg. chickens- filled with hormones so that they can grow quickly- cheap- not healthy to eat

Modern habits

-Cooking appliances are used less

-Convenience of ride-sharing food delivery services (UberEats, Deliveroo)

Boosts economy

Makes people more unhealthy - fingertips of mobile phone

EATING TAKEAWAY FOOD AT HOME

\$1.6 BILLION USD INDUSTRY- 7.1 MILLION USERS- MORE THAN 25% OF AUSTRALIAN POPULATION

HAS TECHNOLOGY TAKEN AWAY HUMAN JOBS?

- Internet
- Automation of robots
- **Software- UBER and AIRBNB**

AGAINST- manage technology- switched roles

-economy expanding- hire more people

POINT- Jobs replaced by automation of robots
PECS

Example- 15 million jobs - manufacturing-
automation- Tesla, Foxconn... economies of
scale kick in - cheaper- further jobs will be lost

Consequence- Jobless- highly dependent on the
government

SOLution- UNIVERSAL BASIC INCOME-
efficiency and productivity of creation

PERSUASIVE WRITING- RIDICULOUS and IMMATURE SOLUTIONS

1. Kill the robots
2. Destroy robots
3. Boycott robots
4. MATURE SOLUTION- GOOGLE is your best friend

PECS

1. Software has actually created more jobs for ordinary consumers in the casual sector
2. Uber drivers- share economy - increases the amount of work for people- taxi licence
3. Amazon- fulfillment centres- packers at Amazon- almost 1 million employed by Amazon
Packers could get replaced by technology

CREATIVE= PERSUASIVE

Wordhippo vocab- Research on Google

TOPICS I GIVE YOU ARE NOT RELEVANT

WORK ON GENERAL KNOWLEDGE

TOPIC 2

4. It has been said, "Not everything that is learned is contained in books." Compare and contrast knowledge gained from experience with knowledge gained from books. In your opinion, which source is more important? Why?

BOOKS VS EXPERIENCE

ATTENTION SPANS ARE A LOT SHORTER IN THE MODERN DAY- MORE EFFICIENT LEARNING PLATFORMS THAN BOOKS. EG. DIFFICULT TO LEARN MATHS FROM A BOOK. MATHS IS MORE OF AN EXPERIENTIAL SUBJECT THAN A THEORY BASED ONE.

BOOKS VS EXPERIENCE

BALANCED OPINION

- Experience- practical knowledge- real knowledge- vs books are merely theoretical
- Highly technical language- conveyed in books
- Technology- video technology/software-efficient/internet (index- search)

INTRODUCTION- BOOKS VS EXPERIENCE

PAIN- burning the midnight oil,
churning over mountain of endless
books, 1 trivial fact/information,
trapped with the manacles of
inefficiency and archaic methods of
the past

PAIN- lack of technical knowledge- intricacies and nuances of the human body- surgeon, barrister, engineer- lacking theoretical knowledge- trapped within the realm of your inexperience, trapped within the manacles of your illiteracy

PECS- BODY PARAGRAPHS

1. Point- experience provides practical knowledge

Evidence- Sports cannot be studied theoretically, must be practiced- manufacturing, engineering, medicine, law (argumentation, rationalisation)

Solution- reading (literacy crucial for students)- additional component of practice

Whether jobs are replaced by technology?

Balance of Pathos and Logos

4Ps Intro

PECS- LOGOS- RESEARCH

FOR INSTANCE, VIDEO AND AUDIO IS MORE EFFICIENT MEDIUM AT COMMUNICATING EXPERIENCES. KHAN ACADEMY OR MATHEMATICS ONLINE BOTH MEDIUMS WHICH EXPLAIN MATHS BETTER THAN BOOKS....

COMMUNICATION CANNOT BE TAUGHT FROM BOOKS-
DEBATING, ARGUMENTATION - EXPERIENCE- SPEAKING IN-PERSON IS MORE EFFECTIVE THAN READING WORDS.

TOPIC 3

5. A company has announced that it wishes to build a large factory near your community. Discuss the advantages and disadvantages of this new influence on your community. Do you support or oppose the factory? Explain your position.

- MORE JOBS- BOOSTS ECONOMY- MORE MONEY IN YOUR COMMUNITY- AFFORD TO BUILD MORE INFRASTRUCTURE FOR THE COMMUNITY TO USE. EG. AMAZON WAREHOUSES- 500 EXTRA PERMANENT POSITIONS
- MORE PEOPLE IN COMMUNITY- BOOST THE ECONOMY - BUYING PROPERTY - HOUSE PRICES INCREASE (SILICON VALLEY)

TOPIC 4- UNIQUE

7. How do movies or television influence people's behavior? Use reasons and specific examples to support your answer.

BRAND SPONSORSHIPS- BRAND PLACEMENTS- EG. JAMES BOND- ADVERTISE

CERTAIN CARS- ASHTON MARTIN VANTAGE- PEOPLE WILL GET INFLUENCED INTO

BUYING CERTAIN CARS

ADVERTISEMENT (TV)- AFFECTED INTO BUYING CERTAIN THINGS-

COLGATE, COCA-COLA

DISNEY MOVIES- 1940S- DISNEYLAND, DISNEY MOVIES, DISNEY SHIRTS/

COSTUMES