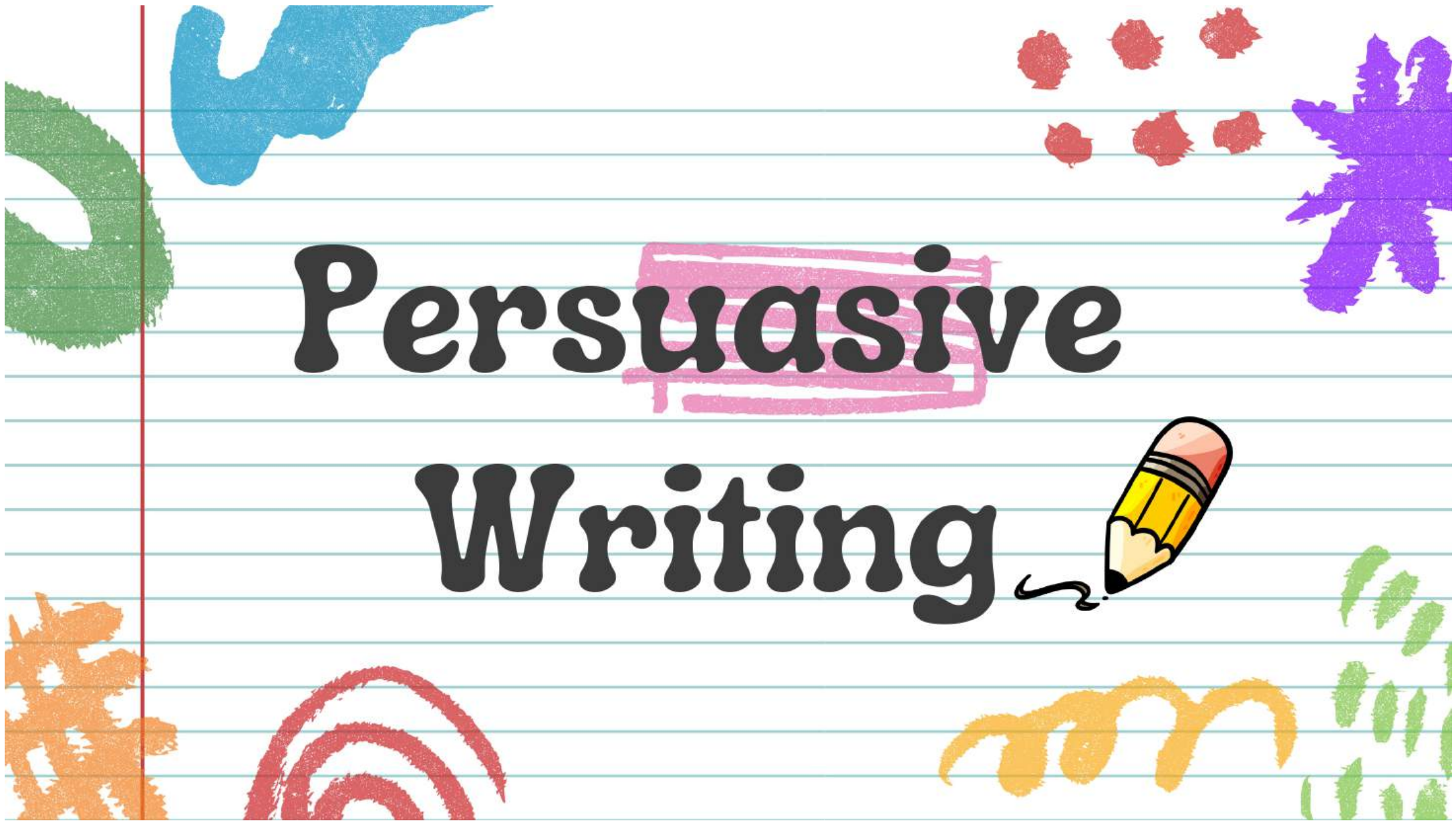


# Persuasive Writing



# 1. Introduction to Persuasive Writing

## Definition and Purpose

- Writing that aims to convince readers to accept a particular viewpoint
- Uses evidence, reasoning, and emotional appeals to influence thinking
- Common in real-world contexts: advertisements, speeches, opinion pieces

## Structure Overview

1. Introduction with clear thesis
2. Body paragraphs with supporting evidence
3. Consideration of counterarguments
4. Strong conclusion with call to action



# 2. Language Techniques

## Primary Techniques

1. Emotive language
2. Rhetorical questions
3. Personal anecdotes
4. Statistics and expert opinions
5. Analogies and metaphors

Intro

B-A

CARICATURE

PREDATOR VS  
PREY (VICTIM)

EVIDENCE

Evil murderers assassins, heartless, merciless, callous, cunning,

Devious



# 2. Language Techniques

## 1. Emotive Language

### Environmental Topics:

**Basic:** "Plastic bags are bad for animals."

**Enhanced:** "Plastic bags suffocate and strangle innocent marine life."

**Complex:** "Our oceans are becoming toxic graveyards, where helpless marine creatures struggle against an endless tide of human-made devastation."

### Education Topics:

**Basic:** "School uniforms stop creativity."

**Enhanced:** "School uniforms suppress individual expression and personal identity."

**Complex:** "The rigid enforcement of uniform policies systematically stifles students' budding sense of identity during their most formative years."

### Technology Topics:

**Basic:** "Social media can hurt kids."

**Enhanced:** "Social media platforms prey on vulnerable young minds."

**Complex:** "These predatory platforms methodically exploit our children's psychological vulnerabilities, leaving a generation trapped in digital dependency."

EXTREME POSITIVE

GRETA THUNBERG

HIGH IMPACT WORDS DONALD TRUMP

EXTREME NEGATIVE

PATHOS

METAPHORISE/PERSONIFYING



Strangle smother  
Cloak  
Encumber drown  
Choke

Robbing, blurring intoxicating puppets...

Conniving devious evil algorithms  
Disease, poison, malicious,  
bloodthirsty



# 2. Language Techniques

BALANCE OUT THE PAIN WITH THE LOGIC

## 2. Rhetorical Questions

### Environmental:

**Basic:** "Why don't people care about littering?"

**Enhanced:** "How can we ignore the mounting piles of waste destroying our neighbourhoods?"

**Complex:** "When future generations look back at the environmental catastrophe we've created, what possible justification will we offer for our deliberate inaction?"

### Education:

**Basic:** "Don't students deserve a break?"

**Enhanced:** "How can we expect students to thrive when they're drowning in assignments?"

**Complex:** "In our relentless pursuit of academic excellence, have we forgotten that childhood itself is an irreplaceable period of growth and discovery?"

### Technology:

**Basic:** "Is your phone worth more than real friends?"

**Enhanced:** "How many precious moments of genuine connection are we sacrificing to our screens?"

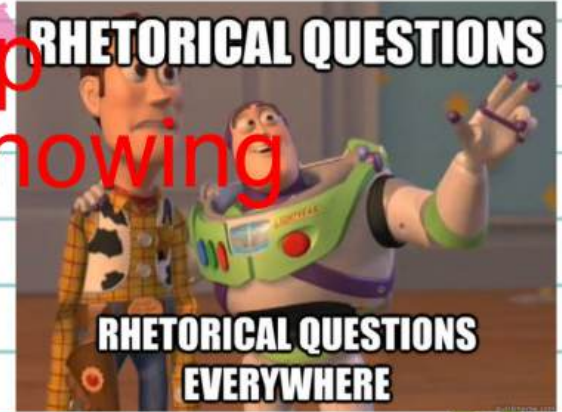
**Complex:** "As we witness the steady erosion of face-to-face interaction, at what point will we acknowledge the profound social cost of our digital obsession?"

How can you sleep soundly at night knowing XYZ?s

GUILTY AND SHAMEFUL

What do you think your children and grandchildren will think/feel knowing

Have you forgotten?



# 2. Language Techniques



QUICK HACK FOR EVIDENCE

## 3. Personal Anecdotes

Basic: DESCRIPTIVE

"Yesterday I saw a turtle caught in plastic bags at the beach. It made me sad."

Enhanced:

"While volunteering at the local beach cleanup, I discovered a distressed turtle entangled in plastic waste. The sight of this magnificent creature struggling against our careless pollution left a lasting impression."

Complex:

"During my weekly beach conservation work, I encountered a scene that forever altered my perspective on plastic pollution. A majestic sea turtle, its ancient lineage predating the dinosaurs, lay helplessly ensnared in our modern waste. As we carefully liberated this remarkable creature, its eyes seemed to hold a silent reproach for our species' reckless stewardship of the oceans."



# 2. Language Techniques

## 4. Statistics and Expert Opinions

### Basic:

"Scientists say many animals die from plastic."

### Enhanced:

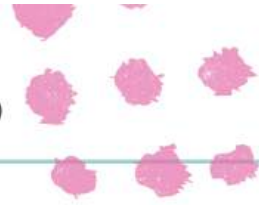
"Marine biologists report that over 100,000 sea creatures die annually from plastic pollution."

### Complex:

"According to Dr. Sarah Thompson, leading marine biologist at the Australian Institute of Ocean Studies, 'We're documenting an unprecedented crisis in marine ecosystems, with mortality rates from plastic pollution increasing by 40% annually. Conservative estimates suggest over 100,000 marine creatures succumb to plastic-related deaths each year, but the true figure could be dramatically higher.'"



# 2. Language Techniques



## 5. Analogies and Metaphors

Environmental:

Basic: "Earth is like our home."

Enhanced: "Our planet is a shared apartment that we're trashing before moving out."

Complex: "Earth is a meticulously balanced spacecraft, hurtling through space with finite resources and failing life support systems."

SPRINKLE



Education:

Basic: "School is like training for life."

Enhanced: "Education is the key that unlocks future doors of opportunity."

Complex: "The education system is an intricate tapestry, where each thread of knowledge weaves together to create the fabric of our future society."

Technology:

Basic: "Phones are like sticky glue for our eyes."

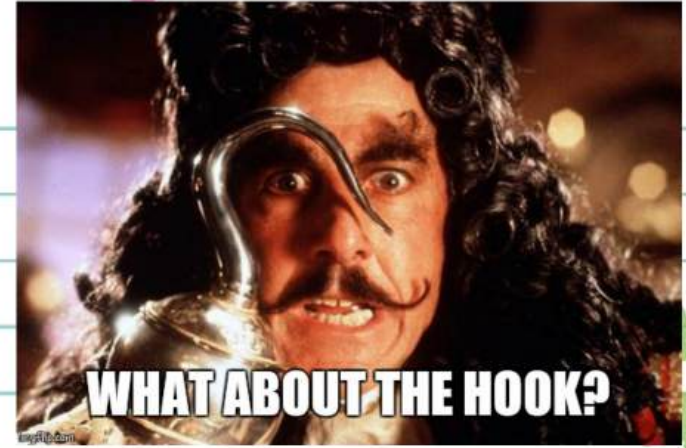
Enhanced: "Social media platforms are digital quicksand, pulling us deeper with every scroll."

Complex: "Modern technology has become a sophisticated labyrinth, where each notification acts as a digital breadcrumb, leading us further from the exit of genuine human connection."





# 3. Essay Structure



## Introduction

1. Hook the reader
2. State position clearly
3. Preview main arguments

## Example Introductions

**Basic:** "Mobile phones are a big problem in schools and should be banned. They distract students and cause problems. This essay will explain why."

**Enhanced:** "In an era where digital devices dominate our daily lives, the presence of mobile phones in classrooms has become an increasingly contentious issue. While these devices offer certain educational possibilities, their devastating impact on student focus, academic performance, and social development cannot be ignored. The implementation of a comprehensive mobile phone ban in schools is not just necessary – it's crucial for safeguarding our students' educational future."



# 3. Essay Structure



## Body Paragraphs

1. Topic sentence introducing argument
2. Evidence supporting position
3. Explanation linking evidence to argument
4. Transition to next paragraph

## Example Body Paragraph

**Basic:** "Phones are very distracting in class. Students play games and check social media instead of listening to teachers. This means they don't learn as well."

**Enhanced:** "The presence of mobile phones in classrooms has created an unprecedented challenge to student concentration and effective learning. Recent research from the Australian Education Research Institute reveals that students check their phones an average of five times per lesson, with each interruption requiring over five minutes to regain complete focus. This translates to a staggering 25 minutes of lost learning time per class – nearly half of each lesson. Moreover, neuroscience research indicates that even the mere presence of phones, even when turned off, reduces cognitive capacity and problem-solving abilities by up to 20% due to the psychological phenomenon known as 'continuous partial attention'."

# 3. Essay Structure

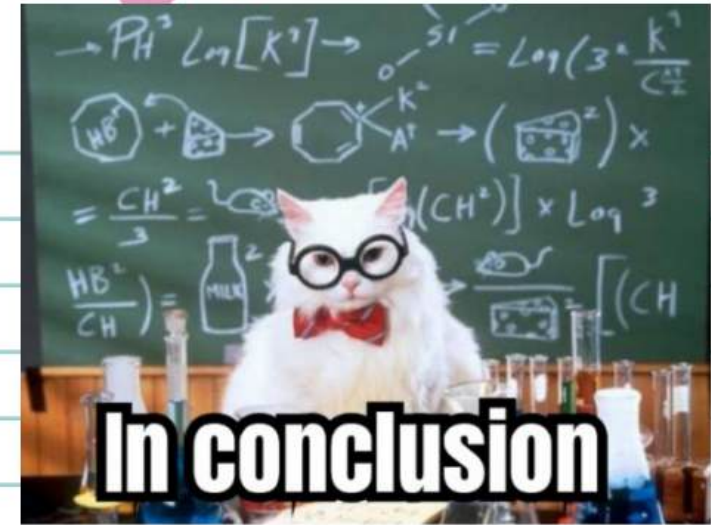
## Conclusion

1. Restate position
2. Summarise key arguments
3. End with strong call to action

## Example Conclusions

**Basic:** "In conclusion, phones should be banned because they are too distracting."

**Enhanced:** "The evidence overwhelmingly demonstrates that mobile phones in schools undermine educational outcomes, damage social development, and contribute to increasing mental health concerns among adolescents. By implementing a comprehensive mobile phone ban, schools can create focused learning environments that nurture both academic excellence and genuine human connection. The time for decisive action is now – our students' future success depends on it."





# 4. Addressing Counter-Arguments

## Types of Counter-Arguments

### 1. Acknowledging and Refuting

This type directly addresses an opposing viewpoint and explains why it's incorrect or flawed.

#### **Basic Example (Topic: Homework):**

"Some people say homework helps students learn better. But this isn't true because students are too tired after school to learn properly."

#### **Enhanced Example:**

"While proponents of homework argue that it reinforces classroom learning, research shows that excessive homework actually diminishes learning outcomes. Studies indicate that after two hours of homework, the benefits rapidly decline while stress levels increase. Instead, quality revision during school hours proves more effective for knowledge retention."

# 4. Addressing Counter-Arguments

## 2. Conceding and Responding

This type admits a point has merit but explains why your argument is still stronger.

### **Basic Example (Topic: School Uniforms):**

"School uniforms can be expensive, which is a problem. However, they save money in the long run because students don't need lots of different clothes for school."

### **Enhanced Example:**

"Admittedly, the initial cost of school uniforms can place financial pressure on families. However, this short-term expense is outweighed by long-term savings, as uniforms eliminate the need for extensive wardrobes and reduce peer pressure to wear expensive branded clothing. Moreover, many schools now offer uniform assistance programs for families in need."

# 4. Addressing Counter-Arguments

## 3. Alternative Solutions

This type acknowledges a problem but proposes a different solution.

### Basic Example (Topic: Junk Food in Schools):

"People say banning junk food will make students unhappy. Instead of banning it completely, we could just sell healthier versions of popular snacks."

### Enhanced Example:

"Rather than implementing an outright ban on canteen snacks, which could lead to student resistance and underground junk food trading, schools could introduce a gradual transition to healthier alternatives.

By offering appealing, nutritious options and involving students in menu planning, we can create positive dietary changes while maintaining student satisfaction."



**PROBLEMS**



**SOLUTIONS**

# Practice Examples Across Different Topics



## Environmental Issues

**Topic:** "Should Plastic Bags Be Banned?"

**Counter-Argument 1:** Economic Impact

**Basic:** "Shop owners say banning plastic bags will hurt their business."

**Enhanced:** "While retailers express concern about the economic impact of a plastic bag ban, evidence from countries that have implemented such bans shows that after a brief adjustment period, businesses typically adapt and even benefit from cost savings. For example, stores in Ireland reported a 20% reduction in packaging costs after implementing their plastic bag ban."

**Counter-Argument 2: Consumer Convenience**

**Basic:** "People say they need plastic bags because they forget to bring their own."

**Enhanced:** "Although the convenience of disposable bags is often cited as a necessity, successful programs in cities like Melbourne demonstrate that consumers quickly adapt to reusable alternatives when given proper incentives and reminders. The minor inconvenience of remembering bags is far outweighed by the environmental benefits."

# Practice Examples Across Different Topics



## Technology Issues

**Topic:** "Should Mobile Phones Be Allowed in Schools?"

**Counter-Argument 1:** Educational Tools

**Basic:** "People say phones can help with schoolwork."

**Enhanced:** "While advocates argue that smartphones serve as valuable educational tools, this benefit is overshadowed by their primary function as social devices. Schools can provide necessary technology through monitored tablets and computers, ensuring students have access to digital resources without the distractions inherent in personal phones."

**Counter-Argument 2:** Emergency Contact

**Basic:** "Parents want to contact their children in emergencies."

**Enhanced:** "The argument for emergency contact, while understandable, overlooks the existence of established school communication systems. All schools maintain reliable emergency protocols and communication channels through their office staff, ensuring parent-student contact when genuinely necessary, without the risks associated with unrestricted phone access."



# Practice Examples Across Different Topics



## Health and Wellbeing

**Topic:** "Should Physical Education Be Compulsory?"

**Counter-Argument 1:** Academic Priority

**Basic:** "Some say we should focus more on important subjects like maths."

**Enhanced:** "Critics who prioritise academic subjects over physical education overlook the well-documented connection between physical activity and cognitive performance. Research consistently shows that students who participate in regular physical education demonstrate improved concentration, better academic outcomes, and enhanced problem-solving abilities in their other subjects."

**Counter-Argument 2:** Individual Choice

**Basic:** "People say students should choose if they want to do sport."

**Enhanced:** "While student autonomy is valuable, making physical education optional ignores its fundamental role in development. Just as we don't allow students to opt out of mathematics or literacy because they're essential life skills, physical literacy and health education are crucial for long-term wellbeing and success."

# Practice Examples Across Different Topics

## Tips for Effective Counter-Arguments

1. Always acknowledge opposing views respectfully
2. Use evidence to support your refutation
3. Connect counter-arguments back to your main points
4. Keep your tone measured and professional
5. Consider multiple perspectives
6. End with a strong reinforcement of your position

## Common Mistakes to Avoid

1. Dismissing opposing views without consideration
2. Using aggressive or mocking language
3. Failing to provide evidence for your refutation
4. Straying from the main argument
5. Making personal attacks
6. Oversimplifying complex issues





## 5: Common Topics with Sample Responses

### Environmental Issues

**Topic:** "Should Single-Use Plastics Be Banned?"

**Basic Response:**

"Single-use plastics are bad for the environment and hurt animals. They take a long time to break down and create pollution. We should ban them to help save the planet."



# 5: Common Topics with Sample Responses



Enhanced Response:

"Every piece of plastic we throw away adds to a growing problem that threatens our oceans, wildlife, and future. Each year in Australia, we dump more than 130,000 tonnes of plastic into our waterways - enough to fill 13,000 large swimming pools. What's even more concerning is that a plastic bag used for just a few minutes will remain in our environment for hundreds of years, causing problems for generations to come.

The damage to wildlife is heartbreaking. Marine scientists have found that over 100,000 sea animals die each year because of plastic waste. Sea turtles mistake plastic bags for jellyfish, birds feed plastic pieces to their chicks thinking they're food, and whales wash up on beaches with stomachs full of plastic waste. Even worse, tiny pieces of plastic are now found in the fish we eat, meaning this problem is coming back to affect our own health.

## 5: Common Topics with Sample Responses



Some people argue that banning plastic bags would make shopping too difficult and expensive. However, many successful alternatives already exist. Reusable bags, paper bags, and even bags made from plants that break down naturally are becoming more common. Countries like Rwanda and Kenya have already banned single-use plastics, showing us that a plastic-free future is possible.

It's clear that we must ban single-use plastics to protect our environment. By combining strong laws against plastic waste with better education about alternatives, we can make real change happen. We don't need to wait any longer - the time to act is now, before more damage is done to our precious planet."

# Education Issues



Topic: "Should School Hours Be Extended?"|

Basic Response:

"I think school hours should not be longer because students are already tired. More hours would make them more stressed. They need time for other activities too."



# Education Issues



## **Enhanced Response:**

"Making the school day longer might seem like a good way to help students learn more, but research shows this isn't the case. After six hours of learning, students find it much harder to focus and remember new information. Adding more hours would be like trying to fill a cup that's already full - it just doesn't work.

Studies by education experts show that students need more than just time in class to grow and learn. They need time for sports, hobbies, family, and rest. Currently, 35 out of every 100 students say they feel worried or anxious about school. Making school days longer would only make this problem worse.

# Education Issues



Some people say longer school days would prepare students better for future jobs.

However, this ignores how important other activities are for developing life skills. Playing sports teaches teamwork, doing art develops creativity, and spending time with family builds strong relationships. These experiences are just as valuable as classroom learning.

Instead of making school days longer, we should focus on making our current school hours more effective. This could mean using better teaching methods, providing more interesting resources, and using technology wisely. Quality is more important than quantity when it comes to learning.

The solution isn't to keep students at school longer - it's to make the most of the time we already have. By keeping school hours as they are, we give students the chance to develop into well-rounded people who are ready for the future."



# Technology Issues



**Topic: "Should Social Media Have Age Restrictions?"**

**Basic Response:**

"Social media should have age limits because it's dangerous for kids. They might talk to strangers or see bad things. Many kids get addicted to social media and it's not good for them."



# Technology Issues



## Enhanced Response:

"Social media can be both helpful and harmful, but for young people who aren't ready for it, the risks are too high. Recent studies show that children who start using social media too early are more likely to feel anxious, sad, and unsure about themselves. When children under 13 use social media regularly, they're 27% more likely to worry a lot and 35% more likely to feel bad about themselves compared to children who wait until they're older.

The current system isn't working well enough to protect young people. About 40% of Australian children under 13 already have social media accounts, even though they're technically not allowed. This means many young people are exposed to inappropriate content, online bullying, and advertising that tries to manipulate them before they're old enough to understand the risks.

Some people say that keeping young people off social media will stop them from learning important computer skills. However, there's a big difference between learning to use technology safely at school and having unlimited access to social media. Scientists who study how the brain develops tell us that the teenage brain is still learning to make good decisions and control impulses. This makes it especially hard for young people to resist the tempting features that social media platforms use to keep people scrolling.

# Technology Issues



To solve this problem, we need better ways to check users' ages, make social media companies more responsible, and give parents better tools to protect their children online. Some countries, like the UK, have already created new laws to make the internet safer for young people while still allowing them to learn and connect online in appropriate ways.

Protecting young people online doesn't mean cutting them off from technology completely. Instead, it means creating safe boundaries that help them grow and learn while avoiding the risks of too much social media too soon. Just as we have age limits for driving and voting, we need proper age limits for social media to help keep young people safe.”