

Section 1:

#1 "Have you ever thought about what happens to animals before they become food on our plates? Right now, billions of animals around the world are suffering in factory farms. They are locked in tiny cages, packed into dark, dirty sheds, and never feel the sun on their backs or the grass under their feet."

Strengths: Your opening question effectively engages readers and encourages immediate reflection. Your vivid description of factory farm conditions creates powerful imagery.

#2 "Some people worry that going vegan is too hard, but it has never been easier. Supermarkets have so many plant-based foods and tasty vegan meals to try. From veggie burgers to dairy-free ice cream, everyone has delicious options."

Strengths: Your writing acknowledges potential objections and offers practical solutions. You provide concrete examples of accessible vegan alternatives.

Weaknesses: Limited perspective → You present veganism as universally accessible without addressing potential barriers. The phrase "it has never been easier" and "everyone has delicious options" overlooks challenges some communities face such as cost, availability, or cultural considerations.

Exemplar: ***Whilst some worry about the difficulty of adopting a plant-based diet, many supermarkets now offer affordable vegan options. From basic ingredients to convenient ready meals, choosing plant-based foods has become increasingly practical for many people.***

#3 "Every person who goes vegan saves around 200 animals each year. That means if just 50 people in our Community stopped eating meat, we could save 10,000 animals annually!"

Strengths: Your use of specific numbers creates a tangible goal that feels achievable. You effectively scale the impact from individual to community level.

Weaknesses: Evidential gap → Your claim lacks supporting context or source information. The statement "saves around 200 animals each year" appears without explanation of how this calculation was determined, potentially undermining credibility with more critical readers.

Exemplar: ***By choosing plant-based options, each person can significantly reduce animal suffering. If we encourage others in our community to join this effort, our collective impact***

grows substantially—even small changes across multiple households can make a meaningful difference.

Your persuasive piece shows passion for animal welfare but would benefit from a more balanced approach. The emotional language throughout can be powerful but might overwhelm readers who aren't already sympathetic to your position. Your writing would be more persuasive if you acknowledged different viewpoints and addressed common concerns more thoroughly.

■ To strengthen your persuasive writing, consider balancing emotional appeals with practical considerations. Your first paragraph could introduce the issue more gradually, allowing readers to form their own emotional response. Also, your comparison between farm animals and pets would be more effective if you provided specific examples of their similarities in behaviour or intelligence. Additionally, when discussing the benefits of veganism, you could acknowledge that change can happen gradually rather than presenting it as an all-or-nothing choice. Your final paragraph would be more powerful if you included a specific call to action that readers could implement immediately, such as trying one plant-based meal per week to start. Remember that persuasion works best when readers feel understood rather than judged.

Overall score: 42/50

Section 2:

Dear Community,

Have you ever thought about what happens to animals before they become food on our plates? Right now, billions of animals around the world are suffering in factory farms. They are locked in tiny cages, packed into dark, dirty sheds, and never feel the sun on their backs or the grass under their feet. Many animals live their whole lives in pain and fear before being killed for food. Cows, pigs, and chickens are treated as products, not as living, feeling creatures. But the truth is, they do feel pain, fear, and sadness—just like we do. They deserve a better life, and we have the power to help them. #1

If we love our pets and would never want them to suffer, why do we allow farm animals to be oppressed? A mother cow cries for days when her baby is taken away so humans can have milk. Pigs, as bright as dogs, are kept in tiny pens where they can't even turn around. Chickens are crammed into cages, their feathers falling out from stress. These animals never get to run,

play, or feel love. If we wouldn't treat a dog this way, why is it okay for cows, pigs, and chickens? Every animal deserves to live a life free from suffering, no matter how big or small.

The good news is that we can stop this cruelty by making a simple choice: going vegan. Every person who goes vegan saves around 200 animals each year. That means if just 50 people in our Community stopped eating meat, we could save 10,000 animals annually! #3 Imagine how many lives could be saved if even more people joined in. We show that we do not support animal cruelty by choosing plant-based foods. The less demand for meat and dairy, the fewer animals will suffer in factory farms.

Some people worry that going vegan is too hard, but it has never been easier. Supermarkets have so many plant-based foods and tasty vegan meals to try. From veggie burgers to dairy-free ice cream, everyone has delicious options. #2 There ~~is~~ [are] even plant-based milk, cheeses, and chocolates, so we don't miss out on the foods we love. Going vegan is not just good for animals—it is also healthier for us and better for the planet.

We all have the power to make the world a kinder place. By choosing not to eat animals, we stand up for those who cannot speak for themselves. Imagine a world where no animal has to live in pain or fear. That world is possible, and it starts with us.