

Section 1:

#1 Letter to an MP

Strengths: Your letter has a clear structure with proper formatting and a professional tone. You include specific action points for the MP to consider.

Weakness: Limited local connection → Your letter lacks specific local examples that would make the issue more relevant to the MP. While you mention "microplastics found in local fish populations," you don't provide specific details about your coastline or community. Adding location-specific information would strengthen your argument and show the MP why this matters to their constituents. ***For example, our recent community survey found that 85% of Beach Haven residents have noticed increased plastic waste at Sunshine Bay, which attracts over 5,000 tourists each summer.***

#2 Speech to a Community Group

Strengths: You create a strong emotional connection by directly addressing the audience as "friends, neighbours, fellow lovers of our beautiful coastline!" The speech uses relatable scenarios like finding plastic during beach walks.

Weakness: Vague call to action → While you suggest general actions like refusing single-use plastics, your speech doesn't mention specific local initiatives that people can join right away. The audience might leave feeling moved but unsure about their next steps. Include information about upcoming events or local groups already working on this issue. ***For example, join our monthly Beach Clean-up Day this Saturday at 9 am at Marine Park, or sign up today with the Coastal Guardian volunteer program—I have sign-up sheets right here!***

#3 Article for a General Interest Magazine

Strengths: Your article uses powerful imagery and storytelling to engage readers. The opening paragraph about the whale with plastic in its stomach creates a compelling visual that draws readers in.

Weakness: Missing local impact → While you describe the global problem well, you don't connect it to how readers might be directly affected. The article would be stronger if you explained how plastic pollution impacts human health, local economies, or food safety. This would give readers more personal reasons to care. ***Research shows that microplastics have been found in the fish served at our dinner tables, with local studies detecting plastic particles in 60% of seafood samples tested at Melbourne markets.***

■ Your writing shows strong awareness of different formats and audiences. You've adapted your tone and approach to suit each context—formal for the MP letter, passionate for the speech, and

informative for the article. To improve the substance, make your examples more specific and local. Instead of general statements about "plastic pollution," mention actual beaches, marine species, or local businesses affected in your area. Your persuasive techniques would be stronger with real numbers—how much plastic was collected in recent clean-ups or how many marine animals were rescued locally from plastic entanglement. Also, consider adding more authentic voices by including brief quotes from local experts, residents, or business owners. This would add credibility and human interest. For the email specifically, you might include a brief success story from a previous campaign to show subscribers their actions make a difference. Remember that specific, concrete details always create more impact than general statements.

Overall Score: 42/50