

Section 1:

#1 Strengths: Your letter effectively addresses the issue with a formal tone appropriate for a government official. You've included specific impacts of plastic pollution (sea turtles, seabirds) which creates vivid imagery.

Weakness: Limited local context → While you mention being a "concerned citizen and resident of our coastal community," your letter lacks specific details about your local area. For example, when you write "Every year, tons of plastic waste wash up on our shores," you could strengthen this by including local beach names or specific statistics relevant to your community. This would make your argument more compelling and demonstrate deeper knowledge of the local situation.

Exemplar: ***"Every year, tons of plastic waste wash up on our shores, with Sunshine Beach collecting over 500 kg during last month's community cleanup alone, harming marine life and tarnishing the natural beauty we all treasure."***

#2 Strengths: Your speech uses engaging questions to capture student attention. The statistic about "8 million tons of plastic" and the garbage truck comparison makes the scale of the problem tangible.

Weakness: Underdeveloped action steps → While you mention "saying no to straws, yes to reusable bags, and spreading the word," these suggestions are quite brief and general. For a high school audience, you could expand on specific actions students can take at school and home. The speech ends abruptly without giving students clear pathways to get involved beyond these basic steps.

Exemplar: ***"By saying no to straws, yes to reusable bags, and joining our school's new Plastic-Free Initiative every Tuesday lunch break, we can protect our oceans. You can also download the Clean Seas app to track your plastic reduction and connect with other students making a difference."***

#3 Strengths: Your email effectively includes all the essential event details with clear formatting (emojis, time, location). The tone is friendly and community-oriented, which suits the audience well.

Weakness: Missing practical incentives → While you mention a workshop, the email doesn't provide enough compelling reasons for busy community members to attend. You could add information about refreshments, mention any prizes or recognition, or highlight the social benefits. When you write "Let's make a difference—together!" you could strengthen this by adding more specific benefits of participation.

Exemplar: ***"We'll also have a short workshop on easy ways to cut plastic waste at home, free eco-friendly giveaways for all participants, and a community BBQ afterwards. Let's***

make a difference—together while enjoying a beautiful morning at the beach with neighbours!"

■ Your writing shows passion for the environmental cause across all four formats. The way you've adapted your message for different audiences shows good awareness of communication principles. To improve the substance of your pieces, try adding more specific, concrete details that readers can visualise. For example, in your article, instead of just mentioning "Countries like Rwanda and Sweden have taken bold steps," explain exactly what those countries did and the results they achieved.

Also, consider strengthening your emotional appeal with brief stories or examples that readers can connect with personally. For instance, in your community email, you might include a short story about a local wildlife rescue or how plastic affected a nearby fishing business.

Additionally, try building stronger calls to action in each piece by being more specific about what you want your audience to do next. Your ideas are good, but making them more detailed and actionable would increase their impact. When writing for young people especially, consider including digital or social media elements that connect with their daily lives.

Score: 41/50

Section 2:

1. Letter

Audience: Local government representative or council member

Letter Text:

Dear Council Member Johnson,

I am writing as a concerned citizen and resident of our coastal community to bring urgent attention to the rising crisis of plastic pollution in our oceans. #1 Every year, tons of plastic waste wash up on our shores, harming marine life and tarnishing the natural beauty we all treasure.

Images of sea turtles entangled in six-pack rings and seabirds dying with stomachs full of plastic are heartbreaking. Beyond the emotional toll, plastic pollution threatens our local economy—especially tourism and fishing industries that rely on clean, thriving waters.

I urge the council to consider stronger measures, such as banning single-use plastics, increasing investment in recycling programs, and hosting educational outreach initiatives. Together, we can lead by example and protect the environment for future generations.

Sincerely, Harry M.

Format Adaptation: This letter uses a formal tone and structure, directly addressing a person in authority and offering clear, actionable suggestions. It balances concern with respect and aims to influence policy decisions.

1. Speech

Audience: High school students at an environmental assembly

Speech Text:

Good morning, everyone!

Have you ever wondered where your plastic bottle goes after you toss it? What if I told you it could end up in the belly of a whale? Sounds unbelievable, right? But it's happening—right now.

Our oceans are drowning in plastic. Every year, 8 million tons of plastic end up in the sea. That's like dumping a garbage truck full of plastic every single minute. But here's the good news: we have the power to stop it.

#2 By saying no to straws, yes to reusable bags, and spreading the word, we can protect our oceans. Our choices matter. Our voices matter. And together—we can make a wave of change.

Thank you.

Format Adaptation: This speech is designed to be dynamic and engaging for younger audiences. It uses conversational language and rhetorical questions to maintain interest and inspire personal responsibility.

1. Email

Audience: Community members of a coastal town

Email Text:

Subject: Help Keep Our Beaches Plastic-Free 🌊

Hi neighbours,

Did you know that plastic pollution is now one of the biggest threats to our oceans? It affects marine life, the fishing industry, and even our summer beach days.

Let's do something about it. Join us this Saturday for a community beach cleanup and learn how we can reduce plastic use every day.

📍 Location: Sandy Shore Beach 📅 Date & Time: Saturday, 10 AM 🛠️ What to bring: Gloves, reusable water bottles

#3 We'll also have a short workshop on easy ways to cut plastic waste at home. Let's make a difference—together!

Best, Harry M.

Format Adaptation: The email is short, clear, and friendly, encouraging local action and providing essential event details. It uses a casual tone to connect with a community audience.

1. Article

Audience: General public, readers of an online environmental magazine

Article Text:

Drowning in Plastic: How Our Oceans Are Paying the Price By Harry M.

Picture a beach at sunrise—golden light, soft waves... and plastic bottles strewn across the sand. This is not just an aesthetic concern—it's an environmental emergency.

Scientists estimate that by 2050, there could be more plastic in the ocean than fish by weight. Marine creatures mistake plastic for food, leading to starvation and death. Coral reefs are suffocating under debris, and microplastics are even entering our food chain.

What's causing this? Overproduction of single-use plastics, poor waste management, and consumer habits. But solutions are within reach. Countries like Rwanda and Sweden have taken bold steps, and we can too.

Refusing single-use plastics, supporting local bans, and joining cleanups are all ways to help. If we act now, we can protect marine ecosystems and ensure our oceans remain vibrant and alive.

Format Adaptation: This article is informative and structured for a broad audience, blending facts, imagery, and real-world examples to explain the issue and suggest solutions.