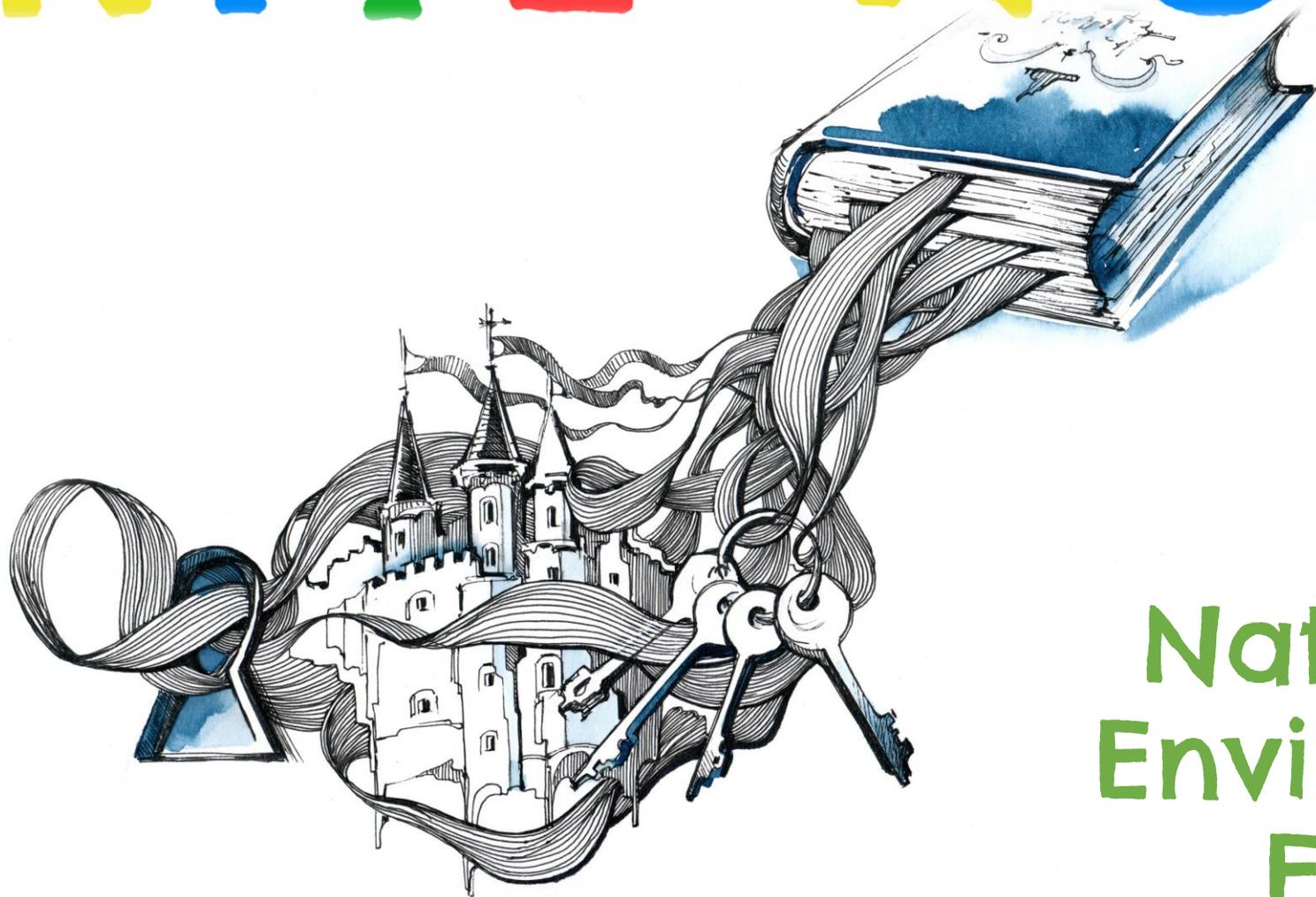


WRITE NOW!



Nature and
Environment
Extension

WRITE NOW!

Nature

Nature and Environment Extension

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Contents:

1. Introduction
2. Persuasive Techniques
3. Radio adverts
4. Magazine adverts
5. Social media campaigns
6. The environment
7. Task outline

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1. Introduction

Persuasive language is a powerful skill to develop.

Being skilled in persuasive language techniques can help you to:

1. Get your own way
2. Be influential
3. Identify when someone is influencing you
4. Be aware of the power of advertising and digital marketing





Persuading people can mean **winning arguments**, and it means being **influential**.

But with that comes great power! So you **MUST** learn that persuading is about two things:

1. Having a robust argument – lots of facts, statistics and examples – that you check thoroughly.
2. Using persuasive techniques to engage and convince your audience.

In this booklet, we will guide you to fulfill both these requirements. We will give you:

- ❖ Facts and figures to help you get started
- ❖ Links to help support wider research
- ❖ A glossary of terms
- ❖ Some published examples

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2. Persuasive Techniques

Technique	Definition	Example
Adverbs – perhaps, maybe	Words that make it seem like the reader/audience have a choice.	Plastic pollution is perhaps one of the worst things.
Anecdotes	A short story that is an example to prove your point.	Last year, we found Daphne, a dolphin, who had a terrible tummy ache. She had enough plastic in her tum to fill an entire bin bag! After vets treated her, she is one of the lucky ones! Though she'll never get to live in the ocean again.
Emotive language	Language selected to generate specific feelings/emotions in the reader/audience.	Daphne <u>suffered</u> such a <u>trauma</u> . The vets were <u>distraught</u> !
Facts	A thing or detail proved to be true.	Plastic doesn't biodegrade but it does photodegrade, which creates microplastics in our oceans.
Flattery	Complimenting your reader / audience.	We know your compassion is strong!
Hyperbole	Exaggerated language – being dramatic.	Plastic waste in our oceans is catastrophic!

Technique	Definition	Example
Modal verbs – could, might	Verbs that pose things as a choice or a suggestion.	You could try using soap bars instead of liquid soaps in plastic bottles; that might be a good place to begin your change.
Imperatives	Phrasing things as an instruction.	Your actions make a difference – act now!
Opinions	A view or judgement about something.	This is the most important issue of our time.
Personal Pronouns (To create direct address)	Words to replace names that directly connect to your audience.	I, us, you, we.
Repetition	Using words or phrases more than once.	Act now to save our planet. Act now to save lives!
Rhetorical questions	A questions designed to make your reader / audience think.	When something so small can make such a big difference, can you afford to wait?
Statistics	Numerical facts and data.	80% of the waste in our oceans is plastic. Just one of the Great Garbage heaps in the pacific is over 1 million square kilometers.
Triples	Using three facts, statistics or descriptions to prove your point.	Plastic in our oceans is destroying habitats, contaminating food sources, and killing wildlife.

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3. Radio adverts

Marmite: 'The Mondays'

Script:

SFX: Music intro.

VO: Are you experiencing a case of the Mondays? Do you suffer from a once-weekly outbreak of sore personality, swollen mood or inflamed temper? Then Marmite on toast for breakfast could be the pseudo-scientific remedy you're looking for. It's anecdotally proven to help families smash through the start of the week. To report a case of the Mondays, call the Marmite helpline on 0800 832 1835.

Hate Mondays. Love Marmite.

Marmite is best enjoyed at breakfast. Breakfast can be eaten any time of day if you get up late enough. Users may experience a 33% increase in pizzazz.

Technique Checklist:

- ✓ Anecdotes
- ✓ Emotive language
- ✓ Hyperbole
- ✓ Modal verbs
- ✓ Opinion
- ✓ Personal pronouns
- ✓ Rhetorical questions
- ✓ Statistics
- ✓ Triples

Dove: 'Self-Conscious'

Script:

VO: The more someone makes you think about your body, the harder it becomes to ignore.

Your tongue, for example. Usually, you hardly notice it's there. But when I mention it, you can feel your tongue bumping against your lower front teeth. The tip's just resting on them. You notice your tongue feels just a little too long for your mouth. And you notice it never really lies still. You move it about constantly, without thinking about it. Backwards and forwards. And from side to side. Suddenly, it feels strangely wet and heavy in your mouth, doesn't it?

A few seconds ago, you hardly noticed your tongue. But just one message ensured you can't stop thinking about it. Now imagine the hundreds of messages girls are exposed to every day, subtly changing the way they think about their bodies.

See how you can help at selfesteem.dove.co.uk. Dove. Be your beautiful self.

Technique Checklist:

- ✓ Anecdotes
- ✓ Emotive language
- ✓ Modal verbs
- ✓ Opinion
- ✓ Personal pronouns
- ✓ Rhetorical questions

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4. Magazine Adverts

Technique Checklist:

- ✓ Facts
- ✓ Hyperbole
- ✓ Imperatives
- ✓ Opinion
- ✓ Personal pronouns
- ✓ Repetition
- ✓ Statistics



The best parts
of the best leaves
of the best trees
make the best tea.

After more than 80 years of making the richest, most flavorful tea in England, PG Tips is coming to America.

Not only does PG Tips offer the best of British tea, we also proudly share our commitment to sustainability through our support of the Rainforest Alliance.

To find out more about the PG Tips legacy, please visit www.pgtips.co.uk



Technique Checklist:

- ✓ Anecdotes
- ✓ Hyperbole
- ✓ Imperatives
- ✓ Opinion
- ✓ Personal pronouns
- ✓ Statistics

SHELTER PET & GLOBALLY RECOGNIZED PIANIST

Amazing stories start in shelters and rescues. Adopt today to start yours.

KEYBOARD CAT 8M+ YouTube Views



Start A Story. Adopt
theshelterpetproject.org

Technique Checklist:

- ✓ Emotive language
- ✓ Imperatives
- ✓ Opinion
- ✓ Repetition



Coca-Cola

open a Coke,
open happiness™

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5. Social media campaigns.

Social media campaigns are different. Many of them are endorsed by celebrities and written as if they are not advertising for a business.

Instead, they sound like a friend chatting informally to a friend.

- ❖ They always have **#ad** to show it is an advert.
- ❖ Often, they offer promotional discounts with a code.
- ❖ They make a claim that is written as if it is fact – but the claim is not verified to be true.
- ❖ They tag companies to make links.
- ❖ They use hashtags to start trends.



kyliejenner

kyliejenner I can always count on my @sugarbearhair vitamins to help keep my natural hair healthy and strong #ad 🐻❤️ + they taste delicious! #sugarbearhair



1,928,851 likes

JULY 24

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6. The Environment

Here are some helpful facts about the current environmental crisis:

- ❖ Half of all plastics ever manufactured have been made in the last 15 years.
- ❖ Every year, about 8 million tons of plastic ends up in our oceans.
- ❖ Once at sea, sunlight, wind and waves break down the rubbish into 'microplastics', which means small bits. This is still pollution as it contaminates food supplies and habitats for sea-life.
- ❖ Most sea-life that die from plastic pollution, do so because of starvation or entanglement.
- ❖ In 1950, we produced 2.3 million tons of plastic.
- ❖ In 2015, we produced 448 million tons of plastic.
- ❖ Single use plastic accounts for around 40% of plastic use each year.
- ❖ Turtles get tangled in plastic rings made to hold cans together.
- ❖ Fish and birds accidentally eat plastic which stops them getting a proper diet.

Facts from www.nationalgeographic.com

'Recently a Cuvier's beaked whale was found malnourished and dying off the coast of Norway. Experts had to put the animal down as it was in such poor condition and the autopsy showed a terrifying 30 plastic bags and a large amount of plastic packaging with labels in Danish and English in its stomach and intestines, causing blockages and pain.'

- <https://www.sas.org.uk/our-work/plastic-pollution/plastic-pollution-facts-figures/>



Image from: www.britannica.com



Image from: <https://www.scitecheuropa.eu/plastic-pollution-plastic-waste/95100/>



<https://www.greenpeace.org/international/campaign/learn-about-plastic-pollution/>

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6. Task outline

Create an advertising campaign about ONE environmental issue OR solution that is important to you or you believe could be helpful.

You can find a list of suggested campaigns in a couple of pages.

You should write one of the following, or adapt to suit your idea:

1. Write the script for a radio advert for your campaign.
2. Create a magazine advert including text and slogans for your campaign.
3. Create a social media campaign to promote your product or issue.
4. Write a persuasive speech to be delivered to an audience of your choice (in parliament, in a film short on the BBC, to a school assembly... or any other you can think of!)
5. Combine elements from the above four to include multiple adverts and posts for your campaign.

Stepping up the CHALLENGE!

Even the most simple ideas can be taken to a challenging level. You can do any of the following:

- ❑ Plan your paragraph structure to include a single word or single sentence paragraph for effect.
- ❑ Use a range of other literary devices to support your persuasive techniques – alliteration, similes, metaphors, and symbolism can be very powerful at persuading.
- ❑ Use a range of punctuation for effect.
- ❑ Use semi-colons to link connected ideas.
- ❑ Choose a celebrity (who can be real or a fictional character) to endorse your campaign.
- ❑ If your campaign is in multiple parts (for example, if you do both a radio ad and a magazine ad) ensure it is branded and has similarities in style or content.

Possible campaigns for you to choose from:

Possible business ideas:

- Plastic free pens
- Ethical fast food company
- Sustainable fashion company
- Fair trade tech company

Individual ideas for 'Influencer' focus:

- How to make your own: toiletries; deodorants; make up pads; moisturiser; make up etc (including recipes)
- Home made snacks like crisps, nachos, chocolates, cakes, sweets
- Organised litter picks
- Technology and/or toy swap shop

You do not have to use one of the above. You are encouraged to develop your own idea. However, you are more than welcome to use any of the above, and adapt as you see fit (for example, a sustainable fashion company might use ethically sourced fabrics, or it might upcycle second hand clothes, or it might be trainers made from recycled plastic... or any other idea!)