

5.2 Taking it further: attack, appeals and purpose

- ◆ **An “attack” often implies an opposite course of action:** an author often attacks and criticises an opponent or a scheme that they believe will not work or is unfair. In doing so, the author inclines or pre-disposes audience members to recognise that an alternative, or opposite course of action, is preferable. They hope, thereby, to shame even the most sceptical stakeholders and convince them to support another option.

» *In Text 31, Ms Waring discredits Mr Sand’s shameful tendency to publicly mock individuals with disabilities. Contrastingly, she urges public spokespeople to role-model respect and tolerance for an individual’s differences.*

- ◆ **An author’s appeals often imply the opposite:** On one level, appeals may be explicit — direct, obvious and self-evident. “It is our duty to provide every child with a safe and respectful environment”. This is an appeal to duty of care and parental responsibility.

However, appeals may be implicit — suggested and implied, but not directly stated. For example, if an author criticises a racist attitude or a bully in the schoolyard, they are also appealing to tolerance. Such appeals generally consist of emotive language.

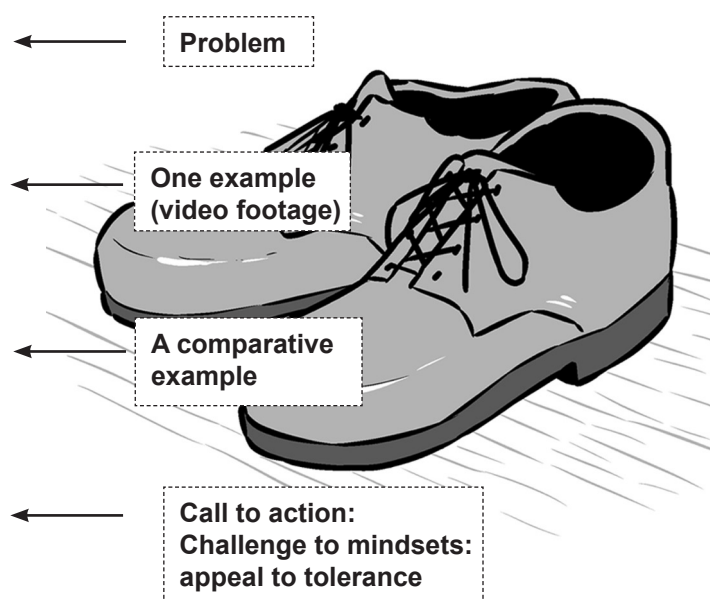
Text 39: Some disturbing accounts of bigotry (Tony Smar)

In recent weeks there have emerged deeply disturbing accounts of racial abuse, which must be condemned by our leaders.

In one, a 12-year-old Jewish boy was threatened with violent retribution if he did not kiss the shoes of a fellow student, a Muslim. The video footage shows the boy stooping to the ground, with the perpetrator smirking.

In another incident, a Muslim boy also endured humiliation when a “friend” tore out pages of his Koran. The principal dismissed the incidents as schoolyard bullying; however, these behaviours are learnt and reflect a culture of hatred and prejudice.

They must be swiftly denounced. There is no excuse for vilification in Australia — a nation built upon waves of immigration — a nation providing salvation to all those who come across the seas especially those fleeing persecution.



- ◆ **Purpose:** What appeals does Mr Smar use to criticise a particular mindset? What is their purpose? (Include quotes. See p. 43.)

- By highlighting the problematic occurrence of [...], Mr Smar inclines parents to [...]*
- By focussing on examples of intolerance, Mr Smar challenges [...]*
- By censuring those who, like the principal, condone [...], Mr Smar hopes [...]*
- The reference to conditioned behaviour — “.....” — is an indictment on [...]*
- Through exhortations — these actions “.....” — Mr Smar encourages [...].*
- The patriotic references to Australia’s migration history reflect Mr Smar’s desire to [...]*

5.3 Taking it further: challenging mindsets

In an opinion-based text, an author ideally influences, or seeks to change, the opinion of those who doubt, dismiss, debunk or disapprove of the author's views, proposals and solutions. They often use a cynical tone and sarcastic descriptions to criticise or ridicule fixed, entrenched or hypocritical attitudes that are resistant to change or to what the author sees as common-sense solutions.

- ◆ Authors use facts and figures, anecdotes and personal and professional experience to challenge people's assumptions and mindset. These facts and figures often challenge stereotypes or prejudices that function as an obstacle or a barrier to a policy, scheme or behaviour.
- ◆ For example, authors often present facts to question and expose the "spin" and deceit peddled by those in a position of power and influence. These facts challenge people to have an open-mind and to be honest, sensible and fair — not narrow-minded, irrational and biased.

» *In Text 4, Mr Aitken seeks to challenge the mindset of the public, particularly those who patronise restaurants. He declares: "Many people believe that restaurants make a lot of money". He uses the facts to challenge what he considers to be a flawed assumption and to cut through our sense of resistance and distrust. He thereby hopes that those who doubt the "no-booking's policy" will reconsider their disapproval.*

Text 40: Teens doing their bit

As heart-warming proof that we oldies should have more faith in the younger generation, I was encouraged by the display of manners shown by the group of school boys on the 101 tram travelling on the busy St Kilda Road route yesterday. One of their group was the first to instinctively give up his seat to the pregnant lady who boarded the tram at the lights and made sure that she safely alighted the tram a few stops later.

Subsequently, I noticed one of his friends, who got off the tram, go out of his way to place his banana peel in the bin, picking up some of the plastic rubbish strewn on the footpath.

Are these the same students who, whilst attracting the ire of politicians, are rallying in their thousands for more action on climate?

Congratulations are well deserved to these fine young students who are a credit to their parents and to their school. The future is in good hands. Ave Peter

← **Challenging mindsets**

← **Relatable examples (comparison)**

← **Point of view**

- ◆ **Purpose:** Use the sentence models below to analyse the relatable examples that Ms Peter uses to challenge mindsets.

- Challenging the sceptical mindset of [...], Ms Peter hopes they will re-consider [...]*
- By presenting favourable anecdotal recounts of [...], Ms Peter seeks to challenge [...]*
- Targeting those who appear to perpetuate unfair stereotypes about young adults, Ms Peter [...] presents relatable examples of [...].*
- Furthermore, Ms Peter also questions the [...] attitude of politicians — "[...]"*
The purpose is to [...].