Your essay goals: persuasive essays

And Yellow Book

**Our goals:**

* Keep using formal language; read editorials and copy their style of writing
* Use a precise word at the right time to make your essay shine
* Avoid clichés and simplistic phrases;
* Avoid exaggerated and over-the top statements and naïve rhetorical questions.

Improve your persuasive pieces

* Read formal opinion texts and copy the style of writing.
* Practice formulating viewpoints; main contention etc.
* Use the sentences to help (see below).
* Include relatable examples. – se comparisons etc.
* Establish links and correlations between A and B. This shows smart reasoning abilities.

**Yellow Book: Descriptions of people (people stories/case studies, personal and relatable examples, p,. 25-26**

**Y**ellow Book: p 11 – 29.

**Typical topic sentences: Adopting a firm and assertive tone;** See sentences on page 11:

1. In a bid to tackle the increase in injuries on the water, the government must implement stricter speed zones.
2. Stricter policies are necessary to combat the escalation of serious injuries on the water. *(to enlarge, to intensify, to develop or increase by stages; to grow in size or intensity)*
3. The government must implement stricter regulations in order to *deter* jet-ski riders from excessive speed. *(stop/ hinder/discourage or restrain from acting or proceeding, through fear or doubt*)
4. Stricter policies would be a welcome *deterrent*, and they would ensure improved safety on all beaches. *(something that deters, or restrains, or discourages from acting or proceeding; through fear/doubt etc.)*
5. It is imperative that the Government implements stricter speed zone policies on the water.
6. Students who indulge in cyberbullying activities must be suspended from school because they are perpetrating considerable harm on other students. (to perpetrate: *to commit, to execute*)
7. The government must *implement* water safety rules/regulations that separate jet skiers from swimmers.
8. The Government must *eradicate* single-use plastic bags. *(to get rid of, remove or utterly destroy)*
9. Stricter regulations will *discourage* rogue operators.
10. Single use plastic bags must be banned because they are detrimental to the environment. *(harmful, damaging, destructive)*
11. A rapid increase of jet skis on the water is *detrimental* to the safety of all swimmers. *(harmful, damaging, destructive)*
12. It is an **expedient** proposal *(fit for the purpose, a means to an end)*

# Your Evidence is critical to a good essay.

* Think about the connections and links you make in your paragraph, Yellow Book ; p. 27
* Think about the description of groups of people who are involved/affected, Yellow Book ; p. 25-26

**Yellow Book: Descriptions of people (people stories/case studies, personal and relatable examples, p,. 25-26**

**People are often careless, indifferent or unaware; therefore we need stricter rules for …**

1. Owing to careless jet-ski riders, swimmers are *vulnerable* to injuries. (*liable to harm; susceptible to being wounded; liable to physical hurt; not protected against emotional hurt; highly sensitive; not immune to moral attacks, as of criticism or calumny, or against temptations, influences)*
2. Smoking parents appear to be indifferent and negligent; jet-ski riders are cavalier; dog owners are irresponsible; reckless; nonchalant; insouciant;
3. Stricter regulations are required to combat the cavalier attitude of smoking parents/jet-ski riders/dog owners.
4. Stricter penalties are required for those who breach/violate/infringe the regulations; Many parents are uncomfortable about the implementation of a system that infringes/breaches students’ privacy. (act contrary to, violate; encroach or trespass on or upon)
5. School policy advisers must suspend **recalcitrant** students in order to deter them from their anti-social activities. (to deter: discourage, hinder; the deterrent n.) – recalcitrant – resistant to authority
6. In an exam situation, you may not have statistics at hand (although you can make an educated guess), but you could make a smart analogy/ comparison, see p. 27

**Turn of phrase**

1. The lenient requirements of the license *exacerbate* the risk of injuries. *(to aggravate or to make the problem worse*)
2. The rise in (proliferation of) jet skiers on city beaches leads to a *precarious* situation for swimmers and all beachgoers. (dangerous)
3. The increase in the number of jet skier licenses *undermines* water safety. *(to weaken, to affect injuriously or weaken by secret or underhand means; to weaken insidiously; to destroy gradually)*
4. Safety on the waterfront is *deteriorating* owing to the proliferation of jet skier licenses. (*worsening of* ; to make worse)
5. In time, it is inevitable that the jet skiers will become accustomed to the lower speed limits.
6. The increase in jet skiers on the beach *compounds* the risk of injury. *(to intensify.)*
7. Customers/consumers must not *violate* the rules *(breach; transgress against, infringe or break; to pass over or go beyond)*

**Read editorials or opinion articles and copy the turn of phrase**

1. “Advertisers should get the message that their brand is tarnished by association with fake news or hate speech and pull their ads.” (tarnished – harmed by)
2. Mr Zuckerberg must bear more direct responsibility for what they publish.
3. Mr Zuckerberg tried to deflect criticism by saying that he is just applying an artificial intelligence algorithm.
4. Facebook should have to comply with Australia’s laws against racial vilification and hate speech.
5. Facebook should face the same constraints as the rest of us.

LETTERS TO THE EDITOR

**Treat all with respect**

I am female, Jewish, a “bloody New Australian” and old (75). In each of these categories I have experienced unkind, dangerous, painful and politically incorrect behaviour. It was mostly perpetrated by people who felt entitled to their superiority, and confident that there would be no retaliation. Deflecting responses by saying “it’s just a joke” is a supreme insult, and indicates no comprehension of the animosity displayed and its effect. Scripted public apologies, after events, are hollow and without merit. I am grateful that we live in a country where, until now, the population was non-violent, and carrying weapons was not the norm. The addition of new technologies to facilitate the spread of hatred has accelerated the problems. Xenophobia and violence are being promoted. Teaching the concept of “consent”, with respect to sexual activities, to students in schools is far too simplistic and naive. Children (and everyone) should be educated to recognise everyone’s right to exist and be safe, respected and treated exactly as they would wish to be treated and respected. We should also learn to speak out when we have suffered or we see injustice and disrespect. That is what the population, from youngest to oldest, must learn. This is what is underpinning the activism of the minorities. We must try to be upstanding for principles rather than observers of discriminatory and dangerous behaviour. **Bella Kolber, Caulfield**

**Extra points**  
In removing 400 derogatory terms from its list of playable words, the owners of Scrabble have created a bit of a frenzy (“Scrabble-maker accused of ‘wokeness’ after banning hundreds of derogatory terms”, *The Age*, 14/4). It’s curious that “woke culture” is perceived in a negative light – considering what is culturally relevant as we learn more about each other is being embraced by society.

Like sticks and stones, in truth words do hurt. Mattel’s decision as a company to review opportunities to be more sensitive, culturally relevant and in tune with what is occurring globally is positive and encouraging. Removing derogatory words from Scrabble is a step in the right direction. **Stephanie Ashworth, Pascoe Vale South**

Task: writing persuasive sentences

COMPREHENSION AND POINT OF VIEW

# Facebook has role to play in stopping hate 9 August 2018 — 8:10pm

As an organisation that devotes huge resources to testing the truth of what we publish and ensuring it meets community standards, The Age is delighted that Facebook appears to have finally started to take the issue seriously.

The giant social media company has sent a senior executive to Australia to explain its new policies to an Australian Competition and Consumer Commission inquiry into the impact of digital platforms on news and journalistic content.

[As reported on Wednesday](https://www.smh.com.au/business/companies/super-engaged-top-facebook-exec-defends-fake-news-approach-20180808-p4zw92.html), Facebook’s head of news partnerships, Campbell Brown, is defending Facebook’s place in the Australian media and its fairly recent policy of limiting or removing fake news and hate speech. Facebook was forced to take action after revelations that Russian agents acting under pseudonyms, and the political consultancy Cambridge Analytica, manipulated the social media platform to influence the 2016 US election.

In a test case of the policy this month, Facebook took down part of a controversial site called Infowars that promoted conspiracy theories about the attack of September 11, 2001, and the mass shootings at Sandy Hook in the US.

It is of course primarily up to consumers and advertisers to hold Facebook and other media to account. Users have an obvious medium for expressing anger by posting on their Facebook pages. Advertisers should get the message that their brand is tarnished by association with fake news or hate speech and pull their ads.

Advertisement

As more people receive their news from Facebook, however, the company and its 34-year-old chief executive, Mark Zuckerberg, must also bear more direct responsibility for what they publish. Facebook or Google’s YouTube scores points compared with some other social media sites, such as Twitter, which in the name of free speech refuse to limit what comes down users’ feeds.

Mr Zuckerberg will be accused of imposing personal views on his billions of users. Ever the programmer geek, he has tried to deflect this criticism by saying he is just applying an artificial intelligence algorithm. He has also said, more humanly, that his guiding principle is to prevent posts in the virtual Facebook world that could cause real-life harm.

It is not an easy call. When he recently announced he was tightening scrutiny of hate speech and fake news he said that, even though he was Jewish and he was personally appalled by them, he would not take down posts which denied the Holocaust. After that provoked a storm of anger on social media, he was quickly forced to reverse that position.

Given more than 150 years of experience, The Age can report that the task of drawing the line between spreading information and protecting community standards does not get any easier. The mainstream media get it wrong occasionally, too. In general it is possible to broadcast views of extremists provided they come with balance and an explanation of the hostility these views provoke.

Ultimately Facebook cannot be entirely self-regulating. Australia has a strong tradition of using institutions such as the Press Council and the Australian Communications and Media Authority to enforce community standards.

Facebook should have to comply with Australia’s laws against racial vilification and hate speech. Equally, Australian defamation laws, some of the toughest in the world, should give Facebook an incentive to police its sites. As social media take up an ever greater share of time and advertising dollars, Facebook should face the same constraints as the rest of us.