

Climate Change

Persuasive Writing Resource

Preamble for resource....

As children mature as writers, it's important to give them the opportunity to write using a variety of formats. Persuasive writing helps students formulate specific reasons for their opinions, and provides an opportunity to research facts related to their opinions. As students develop an understanding of how writing can influence or change another's thoughts or actions, they can begin to understand how they can make positive contributions to debates on global issues such as forest loss and climate change.

Climate action! Write a persuasive letter to your MP or assembly member!

Want to take some action about climate change? Well, one method to really get your voice heard is to use persuasive writing to write a letter/email to your Member of Parliament or Assembly Member (or both!) telling them of your concerns about forest loss and climate change. You may also use persuasive writing to contact companies whose actions are damaging our world.

What is persuasive writing?

Persuasive writing intends to convince readers to believe in an idea or opinion. It is a form of non-fiction writing the writer uses to develop logical arguments, making use of carefully chosen words and phrases. Persuasive writing intends to convince readers to believe in an idea and to do an action.

Persuasive writing uses all sorts of tools such as:

- **Strong language** - Powerful words or phrases to create a sense of emotion
- **Arguments** - These use logic and reason to show that one idea is more legitimate and reasonable than another. It attempts to persuade a reader to adopt a certain point of view or to take a particular action.
- **Factual statements** - These provide the evidence that help to reinforce your argument. Check that facts used are accurate, verifiable.
- **Opinions** - These personalise your argument. They help the reader to understand what your beliefs are.

Task 1- An example letter

Below is an example of a persuasive letter to an Assembly Member. Either by yourself or with a friend, see if you can identify the four different elements listed above. Using different coloured pencils ring or highlight them as follows:

Use a red pencil to show the use of **strong language**

Use a blue pencil to show the use of **factual statements**

Use a purple pencil to show the use of **opinions**

Use a green pencil to show the creation of any persuasive **arguments**

Dear Assembly Member

Introduction

My name is A Pupil and I'm a pupil atSchool. Recently my class had a workshop visit from the rainforest charity Size of Wales. During the visit we found out about the damage being done to the world's rainforests. We also learnt of the link between forest loss and climate change.

First Argument
Paragraph

Without a doubt chopping down rainforests contributes to the problem of global warming. Human activity has created this problem by our reliance on fossil fuels for energy. Burning fossil fuels for energy releases greenhouse gases such as carbon dioxide. Trees take carbon dioxide out of the atmosphere and store the carbon, so for us to carry on chopping down our rainforest at the current rate (roughly a rugby pitch area of rainforest is lost every minute) is irresponsible. Surely we should be acting to protect our rainforests, and even planting more trees globally, rather than cutting them down.

Second Argument
Paragraph

During the visit, we were told some of the reasons that rainforests are cut down. For instance, we found out about how tropical forests are ruthlessly cleared for palm oil plantations. This is harmful to animals like orangutans in Borneo who may become extinct due to loss of their habitat. We were also told about sustainable palm oil which is produced in a way which limits the amount of damage to forest habitat. I believe that more people in Wales should be made aware of sustainable palm oil so that they can make more informed choices when they are shopping. Raising awareness

of such issues through better education of both adults and children could make people change their shopping habits, helping them decide to buy products that are not harmful to our rainforests. This would lead to a more rainforest friendly Wales.

Concluding
Paragraph

In conclusion, the young people of the world are facing an uncertain future because of the effects of global climate change. I believe that as a nation we should be playing our part in tackling the problem by taking action to protect our tropical rainforests. This could happen by making companies tell consumers whether the palm oil in their products is sustainable or not. This could be achieved with better and clearer product labelling so that consumers can make more informed choices on which products to buy to help protect our rainforests.

We could also do more to cut our country's greenhouse gas emissions- perhaps by giving all schools solar panels? In doing so we could really show the world that Wales is serious about tackling the problems of forest loss and climate change.

Yours sincerely

A. Pupil

How did you do?

Here is another copy of the letter, this time with the different elements highlighted. Does your version look similar? Remember that the different elements were highlighted as follows:

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Paragraph

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Second Argument
Paragraph

chopping down our rainforest at the current rate (**roughly a rugby pitch area of rainforest is lost every minute**) **is irresponsible behaviour**. Surely we should be acting to protect our rainforests, and even planting more trees globally, rather than cutting them down.

During the visit, we were told some of the reasons that rainforests are cut down. For instance, we found out about **how tropical forests are ruthlessly cleared for palm oil plantations**. This is harmful to animals like orangutans in Borneo who may become extinct due to loss of their habitat. We were also told about **sustainable palm oil which is produced in a way which limits the amount of damage to forest habitat**. I believe that more people in Wales should be made aware of sustainable palm oil so that they can make more informed choices when they are shopping. Raising awareness of such issues through better education of both adults and children could make people change their shopping habits, helping them decide to buy products that are not harmful to our rainforests. This would lead to a more rainforest friendly Wales.

Concluding
Paragraph

In conclusion, **the young people of the world are facing an uncertain future because of the effects of global climate change**. I believe that as a nation we should be playing our part in tackling the problem by taking action to protect our tropical rainforests. This could happen by making companies tell consumers whether the palm oil in their products is sustainable or not. This could be achieved with better and clearer product labelling so that consumers can make more informed choices on which products to buy to protect our rainforests.

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Yours sincerely

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Conclusion

It's interesting to see the balance of colours through the piece of writing. Facts are used to form opinions early on in the argument paragraphs, and strong language helps to bring the emotion of the writer into the letter/email. We then see the introduction of the arguments where action is suggested to remedy the problems the author has described.

So! Now it's your turn! Perhaps hold a class discussion to review what was learnt from your Size of Wales workshop.

Did any particular facts or issues grab you? Anger you? Upset you? Make you want to take action? If so perhaps discuss these in class, perhaps do a little more research to find out more and then discuss who might be the best person to contact to voice your concerns and suggestions.

Finally- we'd love to see examples of your persuasive writing so please send us copies of your letters and emails!

So there we go- it's now over to you. Get inspired! Get ready for action and get writing!!!