Planning a response

- Before planning your response, ensure you have:
  - Carefully read and annotate the article
  - Made notes on key information relating to content (contention, key arguments, etc)
  - Listed key persuasive language techniques and tone, with quoted examples and notes on the effect of each on the reader

Writing a response

- Introduction:
  - Introduce articles (type, title, author, paper and date)
  - Link the articles to the broader issue/context
  - Identify contentions and key arguments

You could also:
- Briefly list several of the persuasive language techniques
- Briefly describe the tone
- Identify any target audiences

Planning a response

- First of all consider connections between key points or arguments and the persuasive techniques you have identified in the article:
  - Which persuasive language techniques are used in conjunction with which arguments? How does the combined effect of argument and persuasive language techniques impact on the reader in each case?
  - Spend some time linking arguments and persuasive language techniques on paper; this will form the framework for your analysis structure (body paragraphs).

Writing a response

- Body Paragraphs:
  - Name: indicate one key argument presented by the author; name the persuasive language technique that has been used.
  - Describe: the persuasive language techniques used in conjunction with the argument, quoting example/s and explaining their effect on the reader (effect = what is the reader encouraged to think or feel)
  - Why: what is the purpose of that technique
  - Effect: what is the impact of the technique on the reader.
Writing a response

• Conclusion:
  - Summarise/restate key points of analysis: contention, arguments, tone, persuasive language techniques of each article
  - Evaluate the effectiveness and overall persuasiveness of each article.
  - If applicable, comment on if and how each article/cartoon/picture is likely to influence any target audience previously identified.

Review and revise

• After you have written your analysis, time permitting, review and check:
  - Structure
  - Spelling, grammar, punctuation and expression
  - Clarity and fluency - are ideas linked well? - Use of appropriate language, vocabulary and tone
  - Have you explained your ideas in sufficient depth and detail

Use the success criteria sheet provided.