

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

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

- 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

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.