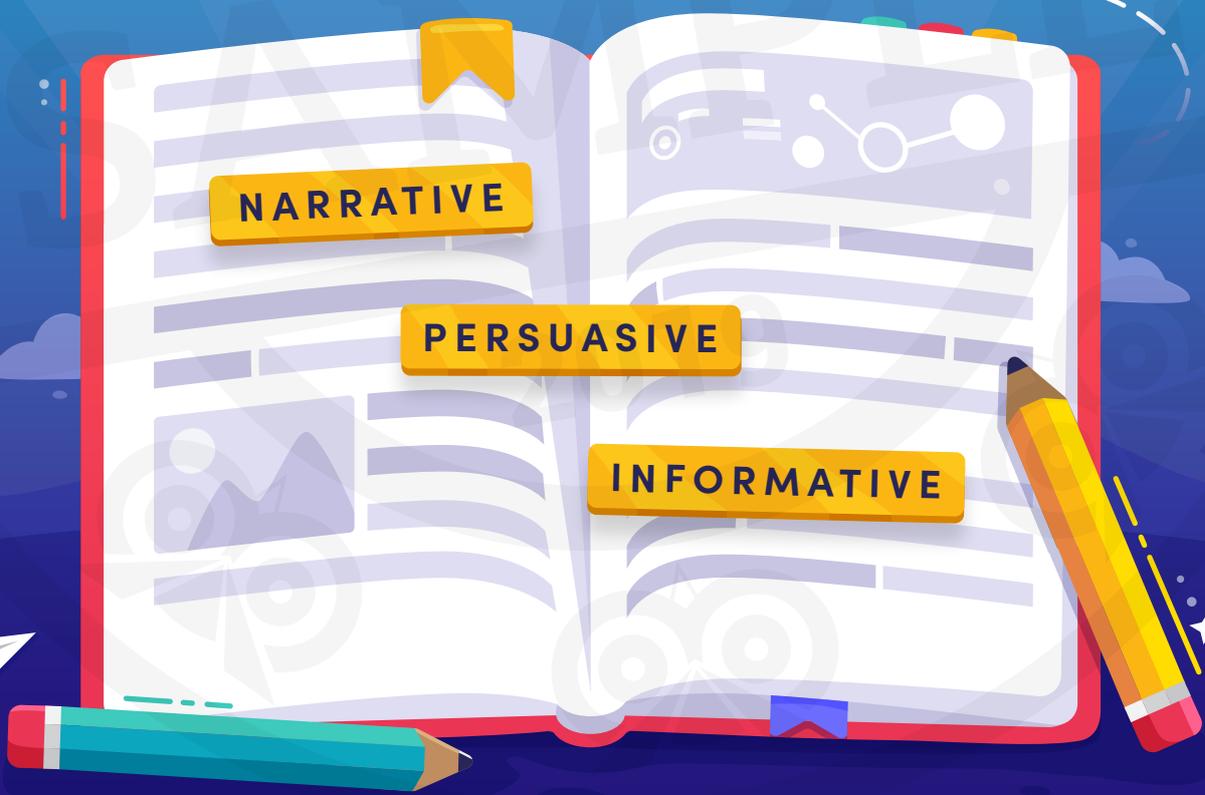


PATHWAYS TO SUCCESS

WRITING EFFECTIVELY

INTERMEDIATE

< FIRST EDITION >



1. The Writing Process

- Stage 1 – Idea Generation.....
- Stage 2 – Planning.....
- Stage 3 – Drafting Textual Features.....
- Stage 4 – Drafting Language Features.....
- Stage 5 – Editing and Proofreading.....
- Stage 6 – Final Product.....

2. Narrative Texts

- Creative Thinking.....
- Unrestricted Writing.....
- Personal Ideas.....
- Selecting the Right Genre.....
- Titles, Times and Timelines.....
- Good Beginnings and Endings.....
- Figurative Language.....
- Punctuation.....
- Grammar Police.....
- Writing Prompts.....

3. Narrative Text Types

- Short Story.....
- Reflective Narrative.....
- Monologue.....
- Descriptive Passage.....
- Script.....

4. Persuasive Texts

- Ideas, Audience and Linking to Stimulus.....
- Text Structure, Cohesion and Planning.....
- Logos, Pathos and Ethos.....
- Paragraphing.....
- Evidence.....
- Strong Introductions and Conclusions.....
- Sentence Structure.....
- Persuasive Devices.....
- Language Choice.....
- Spelling and Grammar.....
- Editing and Polishing.....

5. Persuasive Text Types

- Analytical Essay.....
- Debate.....
- Opinionative Essay.....
- Persuasive Essay.....
- Review.....
- Speech.....
- Letter to the Editor.....

6. Informative Texts

Purpose and Text Types
Subject Matter.....
Structure.....
Paragraphing.....
Audience and Tone.....
Vocabulary.....
Textual Features.....
Language Features.....
Evidence.....
Literary Devices.....

7. Informative Text Types

Biography.....
Journal Entry.....
Feature Article.....
Informative Report.....
News Report.....
Personal Reflection.....
Science Report.....

SAMPLE

2019

FIRST IMPRESSIONS

 QUESTION 1

You're writing a book about your mischievous cat. You want to spark your readers' interest from the beginning. Construct possible introductory sentences using each of the following sentence types.

SHORT SENTENCE

JUXTAPOSITION

THE PAST

DIALOGUE

PAINT A PICTURE

BOLD CLAIM



EXCEPTIONAL EVIDENCE

Aristotle, an ancient Greek philosopher, identified three different types of persuasion: logos, ethos and pathos. Don't be confused by these Greek names – the words actually translate into three areas of persuasion that you probably already know about!

Read the three examples of texts containing logos below. In all three cases, the author has used this persuasive technique to convince the audience that the Australian legal system is just.

Australia's legal system is based on justice, as can be seen from laws such as the presumption of innocence – this means accused criminals are treated as innocent until proven to be guilty. This prevents bias against the accused before the trial even begins.

In district and county courts, juries decide whether or not an accused person is guilty. This ensures that the Australian legal system remains as impartial as possible; the verdict is not left to a single, potentially biased judge and a jury's verdict reflects the community's perspective.

It is an Australian right to be provided with a lawyer free of charge if the accused person cannot afford to pay for one. This prevents people from being disadvantaged if they are not wealthy, which makes the Australian legal system fair.

QUESTION 1

Based on these examples and any prior knowledge you might have, what do you think logos means? Circle your answer.

- | | |
|---------------------------------|---------------------------|
| a) Emotional and credible | b) Anecdotal and engaging |
| c) Argumentative and fact-based | d) Reasoned and logical |

QUESTION 2

An important part of logos is using statistics, facts and accurate information and research that aligns logically with the overall argument. In each of the paragraphs from **Question 1**, highlight the example of logos.

QUESTION 3

The author of the above examples could have tried to appeal to the audience's emotions by using stories or personal experiences, but they chose to use logos instead. Why do you think this was?

 **QUESTION 4**

Read the scenario and speech below. Logos has been used to persuade the audience, but it has been used in a misleading way. On the lines below, explain how the author has misused statistics, made understatements and formulated illogical arguments. Provide examples.

SCENARIO

Juries are often persuaded by statistics, facts and quotes – all of which are examples of logos. In this scenario, the Australian Competition and Consumer Commission, a group that prevents false advertising and protects the rights of consumers, is suing a yoghurt company.

On the yoghurt's packaging, the company claimed that the yoghurt was low sugar and low fat. However, after the ACCC found that it actually contained 30% more sugar than the average brand of yoghurt on the market and 10% more fat, they launched a lawsuit. Below is part of the speech from the yoghurt company's lawyer, who is defending the company's low fat and low sugar claim.

SPEECH

Ladies and gentlemen of the jury, today you are judging a simple case of conflicting interpretations.

Who really knows what "low fat" and "low sugar" mean? All that has happened here is different people considering different amounts of sugar to be low sugar. Low sugar ice-cream usually has 55 g of sugar, and this yoghurt has far less than that, so therefore it should be considered to be low-sugar.

Compared to a chocolate bar, this yoghurt is very low in sugar. In fact, it has less sugar than 20 other yoghurt brands on the market. Undeniably, it's a healthier choice than those options!

Also, many brands contain a similar amount of fat to this yoghurt. Therefore this company has done nothing wrong.

PRICELESS PATHOS

Aristotle himself described pathos as awakening emotion in the audience in order to persuade them. This is often done by “painting a picture” in the audience’s mind.

Read the text below. It is a section of Kevin Rudd’s apology speech to the Stolen Generation, delivered in 2008.

We today take this first step by acknowledging the past and laying claim to a future that embraces all Australians.

A future where this Parliament resolves that the injustices of the past must never, never happen again.

A future where we harness the determination of all Australians, Indigenous and non-Indigenous, to close the gap that lies between us in life expectancy, educational achievement and economic opportunity.

A future where we embrace the possibility of new solutions to enduring problems where old approaches have failed.

A future based on mutual respect, mutual resolve and mutual responsibility.

A future where all Australians, whatever their origins, are truly equal partners, with equal opportunities and with an equal stake in shaping the next chapter in the history of this great country, Australia.

 **QUESTION 1**

Quote an example from the text of each type of pathos in the table below.

Type of pathos	Example from text
Emotive language (repetition)	
Emotive language (alliteration)	
Imaginative description of a consequence or result	
Appealing to the audience’s values (e.g. patriotism, multiculturalism)	
Inclusive language	
Figurative language (metaphor)	

 **QUESTION 2**

This speech's purpose is primarily to apologise, but it also has some persuasive aspects to it. What are some things Rudd may have been trying to persuade his audience to believe or do?

 **QUESTION 3**

Kevin Rudd's speech also discussed the traumatic experiences of a member of the Stolen Generation, Nanna Nungala Fejo. Was telling her story an effective use of pathos? What effect would it have had on the audience?

 **QUESTION 4**

In his speech, Rudd focussed heavily on what it means to be Australian. Read the short section of another speech below about Australian identity and values, then rewrite it on the lines to include more elements of pathos and make it more persuasive.

There are many values that are shared by Australians. For example, freedom, respect, compassion, equality and having a 'fair go'. These are important because they make Australia a good place to live. You should not take these for granted. These values have created a strong society and a unique identity.
