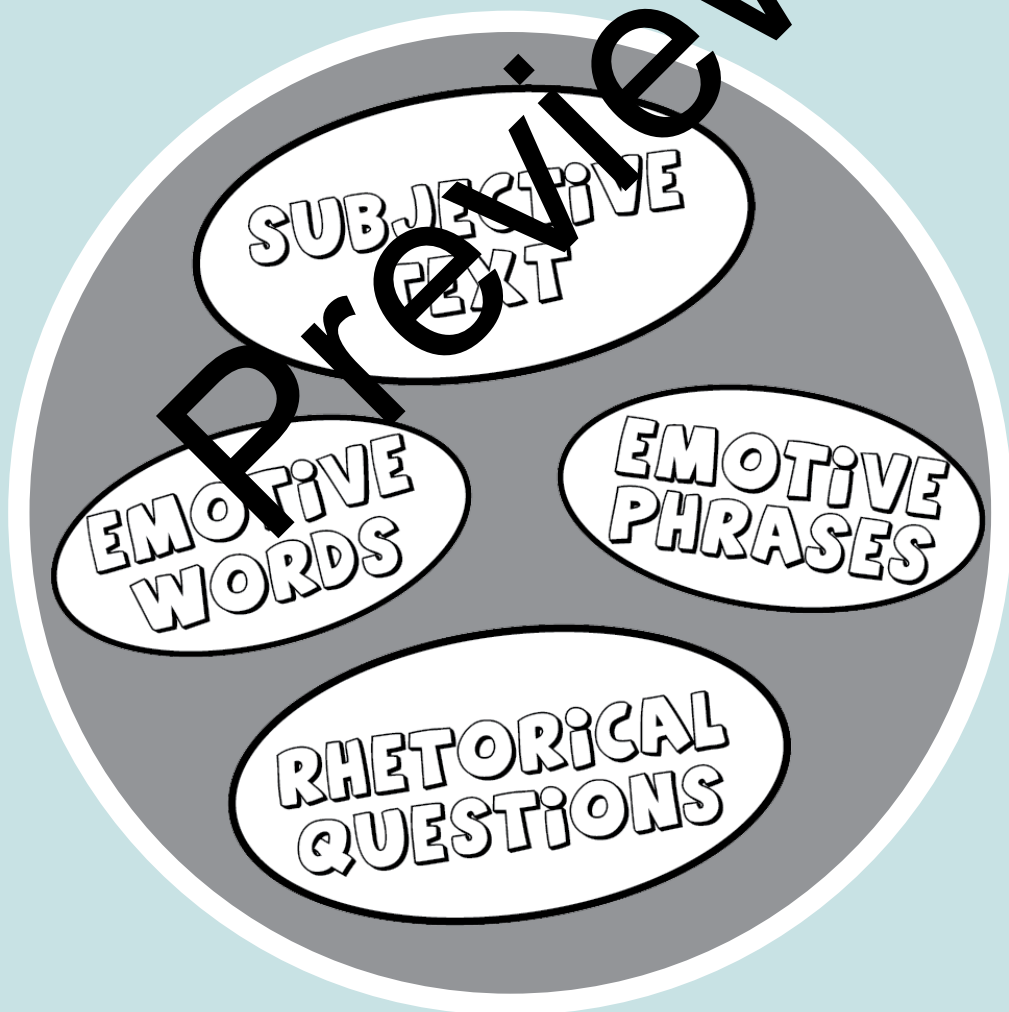


English

# Persuasive Texts



## For Upper Primary

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# Persuasive Texts 1

○ Study these three different types of persuasive texts.

**A.** Introduction of speech given by Prime Minister Billy Hughes, Sept. 1916.

Nearly three hundred thousand men have enlisted. Why should some take on their shoulders the burden that belongs to all? If life be such a sacred thing that no government or no individual has a right to lay hands upon it, why should these three hundred thousand be chosen to die, that we may live, untouched, allowing the roll and thunder of battle to pass over us undisturbed? This war must be brought home to every man and woman in this great Commonwealth of Australia. If voluntaryism fails, the war will fail. The interests at issue are too great. Australia must do her part. It may be that voluntaryism will save us; but if it does not, then we must still be saved.

**B.** Advertisement



Want nails to show off?  
**tru NUTRINAIL PLUS**  
*\*easy to apply*      *\*100% natural*  
**MONEY BACK GUARANTEE**  
*\*not tested on animals*

**C.** Extract from business magazine editorial

## **CYBERSPACE NO-NOS**

Social networking has millions of Australians sharing everything from baby photos to favourite books to charitable causes. Yes, we are a generous bunch. But are we over-sharing? There are a handful of personal details that should stay that way, no matter what assurances are given by Facebook, Twitter, Instagram and dozens of similar sites. If you're not looking to be Ned Kellied by crooks – cyber or otherwise – there are 770,000 good reasons not to reveal so much. That's the same number of Australians who fell victim to cybercrimes last year. You don't want to become part of that statistic, do you?

This risk-taking also applies to rash Facebook postings or tweets that have been the undoing of many a well-intentioned sharer. People losing their jobs, having their life insurance cancelled or being dumped by partners is not that uncommon, so what should you never do or say or post on any networking site? Now, here's the Top 5 no-nos.

# Persuasive Texts 2

- Read the three persuasive texts on the previous page to complete this activity sheet.

The purpose of a persuasive text is not only to persuade people that a certain point of view is valid; it is also to inform, inspire, enrage, encourage or even give comfort.

1. What do you think are the purposes of the persuasive texts on page 16? Write your answers below. Compare your answers with a partner.

<i>Text A: Speech</i>	<i>Text B: Advertisement</i>	<i>Text C: Editorial</i>
↓	↓	↓
Purpose/s:	Purpose/s:	Purpose/s:

2. Persuasive texts usually focus on one main issue. Identify the main issue in each text.

Speech	Advertisement	Editorial

3. How do the following rhetorical questions position the reader/listener to feel?

a) **SPEECH:** "Why should some take on their shoulders the burden that belongs to all?"

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b) **ADVERTISEMENT:** "Want nails to show off?"

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c) **EDITORIAL:** "You don't want to become part of that statistic, do you?"

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4. Give two examples of emotive language (strong adjectives) used in the texts.

a) \_\_\_\_\_ b) \_\_\_\_\_

- Read the persuasive speech *Why We Need Zoos*, then complete the activity pages which follow.

## WHY WE NEED ZOOS

Can you imagine a world without any zoos? Some people think this is the way things should be. They argue that zoos and wildlife parks are cruel, unnecessary and outdated. They say that all animals should be free to live in their natural habitats. They are misinformed.



Yes, in an ideal world, we wouldn't need zoos. Animals wouldn't be hunted by humans or have their habitats destroyed. But unfortunately, we don't live in an ideal world. I believe we need zoos more than ever because they provide the urgent help that wild animals need.

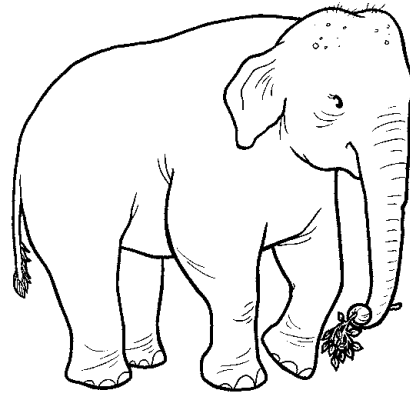
I am talking here, of course, about modern zoos. No-one in their right mind would want to see a return to those horrifying menageries of yesteryear, which could be more accurately described as animal prisons. In these types of zoological gardens, animals are kept in cages merely for human entertainment. There is no way I would support these types of zoos under any circumstances. Although there are still zoos that keep animals in less than perfect conditions today, these are becoming rare. Modern zoos have to keep the general public on-side and most countries, including Australia, have to abide by strict regulations. The majority of zoos could not survive unless they enforced rigorous standards.

Have you been to a modern zoo lately? Since the 1990s, things have changed dramatically in zoos. The animals have a quality of life just as high as they would experience in the wild, and they live joyously. Their habitats have been lovingly and carefully created. There are no predators for them to worry about and they are provided with a balanced diet, treated promptly for illness and injury and have plenty to keep them occupied.

It is true that sometimes zoo animals may have less space to roam than they would in their natural environments. But I feel that this slight restriction on their movement is well worth it.

There are several reasons for this.

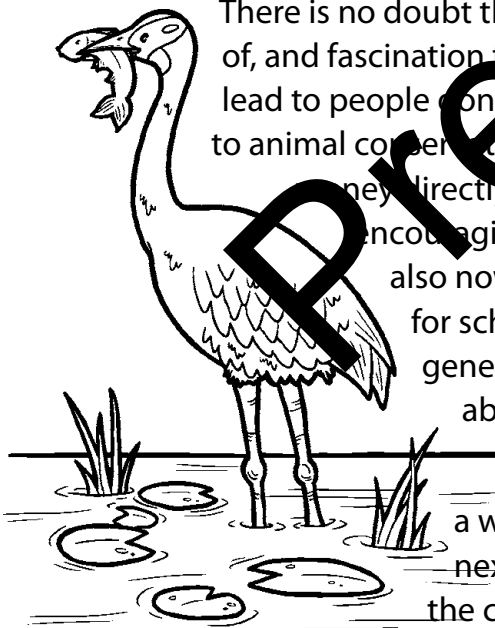
Firstly, zoos help protect animals against extinction. Creatures in captivity provide important populations that can be used to boost the numbers of animals in the wild or to reintroduce species to particular habitats. Some species, in fact, only exist in zoos, making them even more important in the ongoing struggle for wildlife conservation.



Zoos produce vital research about animals. They are an ideal environment in which to study animal behaviour. This information can be passed on to scientists, then used to help wild fauna.

Finally, zoos educate people about wildlife. Who hasn't been entranced by watching an animal playing, feeding or socialising in their enclosures?

There is no doubt that zoos foster understanding of, and fascination for, animals which can in turn lead to people donating their time or money to animal conservation groups. Zoos often raise money directly for such groups, successfully encouraging visitors to give money. Many also now run education programs for school children, ensuring a new generation of people who care about animal welfare.



I hope that we never live in a world without zoos. When you next visit a zoo, please remember the crucial role it plays in animal conservation and education in our less than ideal world.

# Subjective Texts

- Read the speech *Why We Need Zoos*, then complete this activity sheet.

Persuasive texts like *Why We Need Zoos* are examples of subjective texts. These are texts that describe one person's thoughts, feelings and opinions about a topic. These texts use emotive adjectives and adverbs to encourage the reader to respond in a particular way. They may also use rhetorical questions (ones that don't require an answer, such as, "Have you ever thought about ...?"). You will often find a writer using, "I believe", "I think", and "I feel" in a subjective text.



1. Summarise the writer's point of view about modern zoos in the text *Why We Need Zoos*.

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2. Write three sentences beginning with 'I' that clearly communicate the writer's feelings about zoos. Use your own words rather than copying from the text.

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- ---
- ---

3. Give at least six examples of emotive words used in this text (e.g. "terror", "anxiously").

*Emotive Words*

4. Write two examples of rhetorical questions used in the text.

- ---
- ---

5. On the back of this sheet, transform this text from a subjective one to an objective one (one that states facts only and doesn't include feelings or opinions). Write a short paragraph entitled, 'Why People Enjoy Going To Zoos' objectively. Make sure that you make it sound as objective (factual) as possible - don't include your feelings/opinions.

# Writing A Persuasive Speech

- Read the speech *Why We Need Zoos*, then complete this activity sheet.

Imagine that you have heard someone deliver the speech *Why We Need Zoos*. You disagree with the speaker and decide to write and deliver an opposing speech entitled *Why Zoos Should Disappear*. Plan your speech in the space below.



1. Begin by writing notes about the structure of your speech.

## Your Speech

Beginning	Start with a memorable line that clearly states your position. It might be a question, an interesting fact or a strong statement.
Middle	List three main ideas that you wish to include. For example, information about the quality of life you believe zoo animals have. • •
Conclusion	End with a strong statement that makes your audience agree with what you have said.

Preview

2. List emotive words and phrases or rhetorical questions that you might use.

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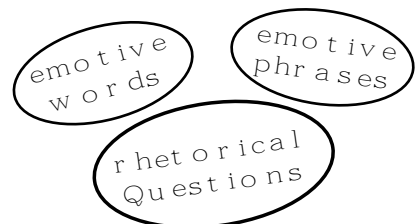
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# Editing A Speech

1. Read your speech *Why Zoos Should Disappear* to a partner and ask for his/her opinions. After hearing your friend's comments, re-read your speech and comment on the features below using note-form. Make sure that you consider positives and negatives.

Feature	Comment
<i>Use of rhetorical questions</i>	
<i>Use of emotive words</i>	
<i>Strong beginning</i>	
<i>Strong conclusion</i>	

Preview

2. Ask your partner to write what they think of the speech overall. He/she can think about whether it captures the reader's attention and whether it would persuade a reader to agree with your opinions about zoos.

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3. Use the ideas from questions 1 and 2 to make any changes that you think will improve your speech. Ask your partner again for his/her opinion. Does your partner think your writing was stronger? Why or why not?

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## Answers

### Page 4

1. Text A: to encourage men and women to join the war effort; to shame people into taking action. Text B: to persuade people to buy the product; to assure consumers of its ethical production. Text C: to inform readers about cybercrime; to offer advice; to modify their use of social media.
2. Speech: The war will be lost if people do not volunteer to fight.  
Advertisement: Your nails will be more attractive if you use this product.  
Editorial: There are ways to prevent becoming a victim of cybercrime.
3. a) Makes the reader feel guilty for not becoming involved in the war.  
b) Appeals to the reader's vanity (desire to have beautiful nails).  
c) Uses the fear factor.
4. Answers will vary but might include: "the roll and thunder of battle", "100% natural", "generous bunch", "770,000 good reasons".

### Page 7

- 1) Possible answer: Modern zoos play a crucial role in animal conservation and education. They are not cruel and provide a high quality of life for the animals.
- 2) Answers should be similar to the following: "I believe zoos are necessary"; "I think that zoos should be here to stay"; "I feel that zoos help to conserve animals and guard against extinction".
- 3) Answers might include: cruel, unnecessary, horrifying, lovingly, joyously, entranced.
- 4) Can you imagine a world without any zoos? Have you been to a modern zoo lately? Who hasn't been entranced by watching animals playing, feeding or socialising in their enclosure?

Preview