

YEAR 7- Week beginning 8th June 2020

Independent learning to be completed during school closure

ENGLISH During a two-week period you would ordinarily have 7 English lessons.

Recently you have studied some of the features of persuasive writing. Over the next few weeks, you will be analysing a range of persuasive texts and producing a persuasive speech of your own.

Lesson 1

1. **Source 1** (see below the lesson tasks) provides you with some background to persuasion or RHETORIC. Read Source 1 and answer the questions which follow it.
2. Aristotle believed that rhetoric contained examples of logos, pathos and ethos. This is known as **the Aristotelian Triad: LOGOS**- Logic/Reason. Your writing must be logically structured and contain factual information as proof. **PATHOS**- Emotions/Values- Your writing must contain moving language, stories and appeals to the audience. **ETHOS**- Credibility/trust – Your writing must present you as an expert on the topic with similar beliefs to your audience. You are appealing from good character and credibility. Draw three symbols that represent **LOGOS, PATHOS** and **ETHOS**.
3. Now create an advertisement encouraging people to reduce their use of single use plastic in order to save the environment. Your aim is to create **pathos** in your advert. Consider your use of language and. Remember, pathos is about using **people's emotions** to persuade. Think about how you want them to feel and consider how you are going to make them feel it.

Lessons 2 and 3

Now let's revise some of the key techniques of persuasive writing. Look back at the last series of lessons to remind you of the ones we have already looked at.

Task 1. Look at **Source 2** and match up the techniques with their definitions on the grid.

Task 2. Read John F. Kennedy's 'We choose to go to the moon' speech, delivered in 1962. The speech (**Source 3**) was intended to persuade the American people to support the Apollo space program, the national effort to land a man on the Moon. Answer the questions which follow the speech in **Source 3** and then label the techniques used by JFK.

Task 3- The Space program has recently restarted in America. Read **Source 4** and underline the vocabulary that persuades the reader that this is an exciting venture. Complete some of your own research and see if you can find any similar persuasive articles on this. What do you think links the two articles?

Lesson 4 –

Task 1. Think back to JF Kennedy's speech. In it he uses a range of emotions to appeal to the American people. There are many emotions that can be useful in persuading people to do what we want. Mind map as many as you can e.g. fear, anger, happiness. Can you find examples of how they are used in current campaigns or adverts.

Task 2- Advertisers use PATHOS to appeal to their audience. Look at the adverts in **Source 5** and answer the following questions on each of them: What is the purpose of the advert? How is pathos created in this advert? Why is pathos effective here?

Task 3- Transform one of these images into a section of a speech. Your aim is to create pathos. Consider which rhetorical methods you could use to create this. Remember, think of the emotion you want your audience to feel. How are you going to make them feel it?

Lesson 5

Task 1 – Study **Source 6**. Highlight all the emotive language that has been used by the writer to make their argument more powerful. What techniques can you spot?

Task 2 – Use the thesaurus at the following site <https://www.thesaurus.com/browse/uk> and redraft the paragraph you wrote in Lesson 4 to make it more emotive. Add and/or change key words/phrases to make your paragraph sound more persuasive.

Task 3 Choose one of these statements and research emotive vocabulary that you would use in a speech on that topic.

We must save endangered species.

We must give more money to charity.

We must eat healthier.

We must exercise more.

We must recycle more.

We must help the homeless.

Lesson 6

Task 1- In this lesson we will be looking at the openings of some famous speeches. (**Source 7**) Think about why exactly these are powerful. What techniques have been used? What do these openings have in common? How exactly have they hooked the listeners in?

Task 2- Now write the opening of a speech about one of the topics mentioned in Lesson 5. Aim to use some of the techniques that have been used in these famous speeches.

Lesson 7

This is your **ACCELERATED READER** lesson and you should spend the hour reading your book. Alternatively you could read JK Rowling's new children's story which can be found: <https://www.theickabog.com/read-the-story/> There is a competition that you may wish to enter based on this story. Details can be found on this link: <https://www.jkrowling.com/j-k-rowling-introduces-the-ickabog/>

If you require further information please email:

Mrs Westgarth, Curriculum Leader -English

aws@longbenton.org.uk

Source 1

A History of Rhetoric

People started using persuasive techniques to persuade over 2000 years ago.

Many historians credit the ancient city-state of Athens as the birthplace of rhetoric. A man's success and influence in ancient Athens depended on his ability to persuade other men to vote him into power. As a result of this, small schools dedicated to teaching rhetoric (persuasion) began to form. The men that formed these schools were known as Sophists.

The Sophists would travel from city to city teaching young men in public spaces how to speak and debate. They taught their students how to make a weak argument stronger and a strong argument weak.

Sophists believed they could use language and the written or spoken word to win any debate on any subject even if they had no prior knowledge of the topic.

A great *philosopher* named Aristotle criticised the Sophists. He accused them of manipulating people's emotions to persuade, rather than using truth.

Aristotle was very passionate about Rhetoric. In fact, he was so passionate, he wrote a book on it called, rather unimaginatively, *The Art of Rhetoric*. This book was a guide on persuasion. It taught people how they could manipulate language and words to get what they wanted.

In fact, *The Art of Rhetoric* was so powerful that it influenced the way people persuade other people for the next 2,000 years. Aristotle is the King of Rhetoric.

1. In which city was Rhetoric founded?
2. Why did people in this city start to study Rhetoric?
3. What did Sophists believe they could do?
4. Why was Aristotle critical of the Sophists?

Source 2

1. Anecdote	Words that arouse emotion.
2. Facts	Using words like 'you', 'us' and 'we' for emphasis
3. Opinions	Over-exaggerating something.
4. Rhetorical questions	Saying the same word more than once for emphasis
5. Quote a reliable source	Numbers / graphs to provide convincing information.
6. Repetition	Questions that don't require an answer.
7. Personal pronouns	Little stories to illustrate a point.
8. Emotive words	Support a point of view with the views of a professional or an expert.
9. Statistics	Statements that can be proved to be true.
10. Hyperbole	A personal view or judgement about something.

Source 3

"We choose to go to the Moon was intended to persuade the American people to support the Apollo space program, the national effort to land a man on the Moon.

We set sail on this new sea because there is new knowledge to be gained, and new rights to be won, and they must be won and used for the progress of all people. For space science, like nuclear science and all technology, has no conscience of its own. Whether it will become a force for good or ill depends on man, and only if the United States occupies a position of pre-eminence can we help decide whether this new ocean will be a sea of peace or a new terrifying theatre of war. I do not say that we should or will go unprotected against the hostile misuse of space any more than we go unprotected against the hostile use of land or sea, but I do say that space can be explored and mastered without feeding the fires of war, without repeating the mistakes that man has made in extending his writ around this globe of ours.

There is no strife, no prejudice, no national conflict in outer space as yet. Its hazards are hostile to us all. Its conquest deserves the best of all mankind, and its opportunity for peaceful cooperation many never come again. But why, some say, the moon? Why choose this as our goal? And they may well ask why climb the highest mountain? Why, 35 years ago, fly the Atlantic?

We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too.

And finally, the space effort itself, while still in its infancy, has already created a great number of new companies, and tens of thousands of new jobs. Space and related industries are generating new demands in investment and skilled personnel, and this city and this State, and this region, will share greatly in this growth. What was once the furthest outpost on the old frontier of the West will be the furthest outpost on the new frontier of science and space. Houston, your City of Houston, with its Manned Spacecraft Center, will become the heart of a large scientific and engineering community. During the next 5 years the National Aeronautics and Space Administration expects to double the number of scientists and engineers in this area, to increase its outlays for salaries and expenses to \$60 million a year; to invest some \$200 million in plant and laboratory facilities; and to direct or contract for new space efforts over \$1 billion from this Center in this City.

To be sure, all this costs us all a good deal of money. This year's space budget is three times what it was in January 1961, and it is greater than the space budget of the previous eight years combined. That budget now stands at \$5,400 million a year--a staggering sum, though somewhat less than we pay for cigarettes and cigars every year. Space expenditures will soon rise some more, from 40 cents per person per week to more than 50 cents a week for every man, woman and child in the United States, for we have given this program a high national priority--even though I realize that this is in some measure an act of faith and vision, for we do not now know what benefits await us.

But if I were to say, my fellow citizens, that we shall send to the moon, 240,000 miles away from the control station in Houston, a giant rocket more than 300 feet tall, the length of this football field, made of new metal alloys, some of which have not yet been invented, capable of standing heat and stresses several times more than have ever been experienced, fitted together with a precision better than the finest watch, carrying all the equipment needed for propulsion, guidance, control, communications, food and survival, on an untried mission, to an unknown celestial body, and then return it safely to earth, re-entering the atmosphere at speeds of over 25,000 miles per hour, causing heat about half that of the temperature of the sun--almost as hot as it is here today--and do all this, and do it right, and do it first before this decade is out--then we must be bold.

Many years ago the great British explorer George Mallory, who was to die on Mount Everest, was asked why did he want to climb it. He said, "Because it is there."

Well, space is there, and we're going to climb it, and the moon and the planets are there, and new hopes for knowledge and peace are there. And, therefore, as we set sail we ask God's blessing on the most hazardous and dangerous and greatest adventure on which man has ever embarked.

- 1. What is the 'new sea' that John F. Kennedy refers to at the beginning of the speech? What rhetorical method is he using?**
- 2. Consider the end of the first paragraph. According to Kennedy, what mistakes have been made before by humans when exploring new territory?**
- 3. Look at the beginning of paragraph 2. What does not exist in space yet according to Kennedy?**
- 4. How is paragraph 4 persuasive? How is what John F. Kennedy saying going to help persuade people to support the space race?**
- 6. What does the President mean when he says the space program will cost every man, women and child 50 cents per week?**
- 7. 'We must be bold' – What rhetorical method is John F. Kennedy using and why? How is he hoping to persuade the people that space exploration is a good thing to do?**
- 8. Why do you think J.F.K refers to Mount Everest explorer, George Mallory?**

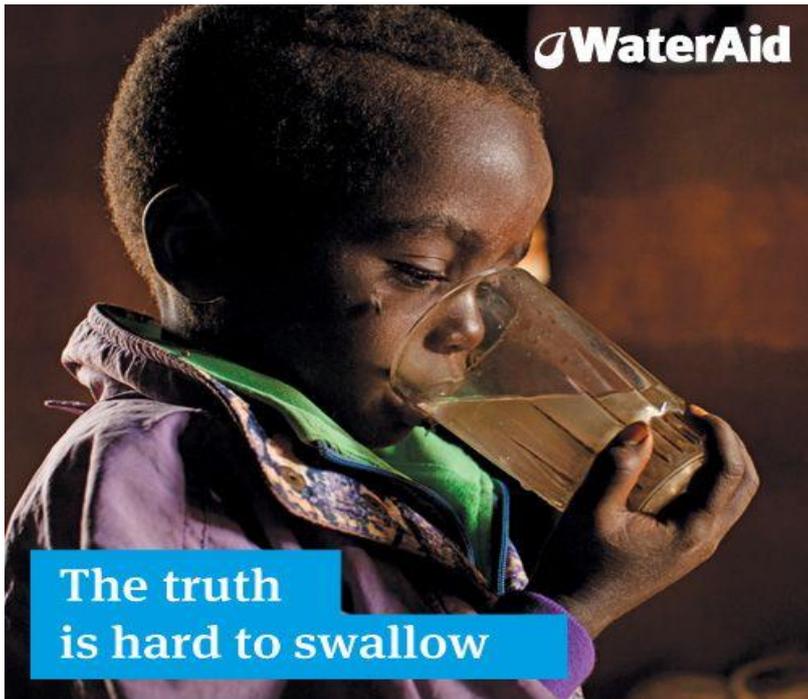
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CAPE CANAVERAL, FLORIDA Against a backdrop of shifting clouds and patches of welcome blue sky, a SpaceX Falcon 9 rocket roared to life at 3:22 p.m. ET at NASA's Kennedy Space Center (KSC), warming the already sweltering, sticky air with blindingly bright rocket fire and sending tremors through the Florida coast. Strapped into a spacecraft atop the 229-foot-tall rocket, veteran astronauts [Bob Behnken](#) and [Doug Hurley](#) soared into the sky, marking a triumphant return to orbit from U.S. shores.

"SpaceX, Dragon, we're go for launch, let's light this candle," Hurley said to SpaceX mission control in Hawthorne, California, [just before liftoff](#).

Behnken and Hurley—occasionally referred to by their colleagues [as Dr. Bob and Chunky](#)—are now cruising to the International Space Station, a journey that will take approximately 19 hours. This flight of [SpaceX's Crew Dragon](#) is only the fifth time in history that U.S. astronauts have piloted a brand-new spacecraft into orbit.

Source 5





Source 6

Living in the UK, we take access to clean water for granted. This life saver is readily available whenever and wherever we want or need it. Yet imagine living in a place where the only water available is dirty, putrid and foul. Would we drink this ourselves? Would we let our own children drink it? Why is it acceptable in this day and age to allow this despicable and inhumane situation to keep on happening? We must act now in order to stop millions of children dying each year. We must act now to help our fellow members of the human race have access to clean water. We must act now. If we don't, the consequences could be catastrophic.

Source 7

I am happy to join with you today in what will go down in history as the greatest demonstration for freedom in the history of our nation.

Martin Luther King: 'I Have a Dream'

Today we are launching a campaign called "HeForShe." I am reaching out to you because I need your help. We want to end gender inequality – and to do that we need everyone to be involved.

Emma Watson: 'Gender inequality is your issue too'

In the name of God, The Most Beneficent, The Most Merciful. Honourable UN Secretary General Mr Ban Kimoon, Respected President General Assembly Vuk Jeremic, Honourable UN envoy for Global education Mr Gordon Brown, Respected elders and my dear brothers and sisters; Today, it is an honour for me to be speaking again after a long time. Being here with such honourable people is a great moment in my life.

Malala: 'Youth Takeover of the United Nations'

My loving people,

We have been persuaded by some that are careful of our safety, to take heed how we commit our selves to armed multitudes, for fear of treachery; but I assure you I do not desire to live to distrust my faithful and loving people.

Elizabeth I: Speech to the troops at Tilbury

I have, myself, full confidence that if all do their duty, if nothing is neglected, and if the best arrangements are made, as they are being made, we shall prove ourselves once again able to defend our Island home, to ride out the storm of war, and to outlive the menace of tyranny, if necessary for years, if necessary alone.

Winston Churchill: 'We shall Fight on the Beaches'

My fellow citizens; I stand here today humbled by the task before us, grateful for the trust you have bestowed, mindful of the sacrifices borne by our ancestors.

Barack Obama: Inauguration speech

I am here today to acknowledge and represent the African-American girls whose stories don't make the front page of every national newspaper. These stories don't lead on the evening news.

Wadler: March for Our Lives rally