

**Fact: Something that is true and can be proven**

**Opinion: something that someone believes**

# Look at this website page:

[http://www.dogstrust.org.uk/sponsor\\_a\\_dog/whysponsoradog/](http://www.dogstrust.org.uk/sponsor_a_dog/whysponsoradog/)

# Argue, Persuade, Advise

Aim: to produce a persuasive piece of writing of at least 500 words

**Analyse the use of rhetorical techniques used by the writer.**

**Analyse the impact of the emotive language in these lines:**

“dogs who desperately need our help”

“Dogs Trust never, ever destroys a healthy dog”

“With over 1,400 stray and abandoned dogs in our care at any one time...”

**Choose two more examples from the text and analyse the language used.**

**Look at the use of statistical information – why do they include this?**

**What is the effect of the personal pronouns e.g. “you” “we” etc?**

**How do the sub-headings help you navigate the text?**

# Your turn...

Sponsor a (insert the name of your school here) student.

**Produce a 500 word webpage persuading people to sponsor (insert the name of your school here) student.**

Consider: which students – cute Year 7s or difficult Year 11s

What are the rewards and benefits?

Why do they need sponsoring?

Which techniques will be most effective?