

For these persuasive writing tasks, you will need to use the information and support materials from the **Geography Skills** task. If you would like to challenge yourself and complete the task for another group, you can.

Austen Group:

Write a formal letter to persuade Alok Sharma, the Secretary of State for Business, Energy and Industrial Strategy, to ensure the Government oversee fairer pricing of bananas. Convince him that **ALL** bananas sold in the **UK** should be Fairtrade and that he must ensure supermarkets charge a fairer amount.

Your writing needs to include:



A brief introduction, followed by carefully organised paragraphs and a conclusion. *Consider the **purpose** of each paragraph.*



Formal and persuasive language.



Opinions supported by evidence, facts or statistics.
Develop your ideas carefully.



An overview of the issues faced by the farmer, followed by an outline of the action needed to ensure the sustainability of the banana industry.

Dickens Group:

Write from the point of view of the farmer or worker. Why should consumers buy Fairtrade? Why do you deserve to earn a decent living and, therefore, the consumer should pay a little more for their bananas?

Your writing needs to include:



A paragraph to explain in detail what life is like for you. What does your job involve? Why is life so tough for you and your family?



A paragraph to persuade the consumer to **always** buy Fairtrade and also to be prepared to pay a little more.



Persuasive devices such as emotive language, powerful adjectives, imperative verbs, rhetorical questions, relevant facts and statistics, etc.



1st person – make it personal.

Lewis Group:

Produce a poster to advertise the importance Fairtrade. You need to persuade the consumer to only buy bananas which are Fairtrade. We want 100% of bananas sold in the UK to be Fairtrade!

Your poster needs to include:



A paragraph of writing to explain why banana farmers and workers deserve a better standard of living. Explain what their typical day involves and show how tough life is for them.



Different facts and statistics showing the problems and issues.



Persuasive language such as a catchy slogan, imperative verbs (bossy verbs), rhetorical questions, etc.



A few pictures or photos – make it visual!