



Fairtrade Persuasive Writing Reminders



Writing a persuasive piece about Fairtrade

In order to persuade people to consider buying Fairtrade bananas, you need to remember all the essential items in your writing toolkit. We mentioned them in previous help sheets but here is a reminder.

Think back to the work you did about persuasion and remember to use persuasive devices in your writing. You are trying to get your point across to people. You would like people to agree with you and understand the importance of buying Fairtrade bananas.

Read the tasks you have been set very carefully and choose the one which best reflects your ability – remember to ‘level-up’ if you want a real challenge. Consider the **key information** that you will need in order to **persuade** people to **care** about buying Fairtrade and think about how you are going to affect the reader with your language choices.

If you follow the link here, there is a resource pack which contains a **persuasive letter about recycling**. It is a good example of **formal language** being used and some vocabulary that might be useful.

<https://www.twinkl.co.uk/resource/t2-e-41599-persuasive-letter-writing-examples-resource-pack>

Austen group may also want to read the [BBC Bitesize](#) advice for KS3

Think about:

- The banana workers – how hard do they work?
- The practicalities for the plantation owners and increases in their costs (items such as pesticides have doubled in price)
- The transportation involved in order to get ‘perfect’ fruit to us, the consumer
- The amount consumers are prepared to pay for home-grown fruits like apples compared to how much they are prepared to spend on ‘junk food’
- What it would take for the consumer to help the situation

Choose your language carefully and with purpose. Remember to use:

- Emotive language – words which provoke an emotional response (e.g. hard, physical labour, diseases)
- Repetition of key words or facts – this helps emphasise how bad the situation is or what needs to change
- Rhetorical questions – get the reader thinking, make them reflect on what life is like for the fruit growers
- Facts, statistics (see the information sheet about Fairtrade bananas) and your opinions – this will help persuade the reader that you know what you’re talking about
- Topic specific vocabulary (e.g. pesticides, crops, transportation, plantation etc.). Scour the articles you have been given and ‘magpie’ what you think is useful for your writing.
- A clear and consistent viewpoint throughout your writing
- Formal language throughout your writing

Formality

You should be using formal language in your Fairtrade piece of writing.

Remember **formal** writing:

- Is clear and to the point
- Has a more serious tone
- Uses correct grammar and punctuation
- Uses specific vocabulary for the subject
- Often uses complex sentence structures

Remember **informal** writing **may** (but not in all cases):

- Have a more 'chatty' tone (conversational, e.g. kind of, so...)
- Use more contractions and abbreviations (it's / TV)
- Use text-style words (lol)
- Use clichés (raining cats and dogs)

As a general rule all the above **should not** be used in formal writing.

A further recap on formal language can be found on the [twinkl website](#) or Austen group can also look at the [BBC Bitesize](#) advice for KS3.

Austen Group Challenges:

Read the information about the subjunctive form on the separate support sheet.

Can you use it somewhere in your formal letter, while trying to persuade Alok Sharma that he should make sure that all bananas sold in the UK are Fair Trade bananas?

Try to use the passive voice to sound more objective ([BBC Bitesize](#) can help you with this.)

When you have finished

Check that you have thought about your punctuation, grammar and spelling and that your work makes sense.

- Is it long enough (at least a side of A4)?
- Have you concentrated on the persuasive techniques?
- Do you need to edit and improve a section?

Now can you find examples of the following in your work and explain to a grown up where and how you have:

- ✓ used emotive language and techniques that help persuade the reader
- ✓ used repetition to emphasise key facts
- ✓ used facts and statistics
- ✓ used topic specific vocabulary