

# LESSON 1: PERSUASIVE LANGUAGE



## Equipment needed:

- Resource Sheet 1 (overleaf)
- Examples of FSC posters and promotional material ([www.fsc-uk.org/posters](http://www.fsc-uk.org/posters))
- Internet access to explore research links

## What to do:

Ask pupils to look at examples of promotional material produced by FSC®. Consider the language that is used to persuade readers of the benefits of FSC and how the claims are supported.

## Brainstorm:

Who is the target audience? What do we learn about the FSC? Does the material convey the importance of choosing FSC certified products? Does the support of other charities give the reader more confidence in FSC? Does the use of imagery help to persuade the reader? What is the key message that you take away? Is it clear what action, if any, the reader should take? Which elements work best?

Think about the language used and how it appeals to the reader. What techniques are used, e.g. alliteration, emotive language? How is the reader's interest maintained? How much information does the reader need to be persuaded of the benefits of FSC?

## Write a persuasive article:

Ask pupils to create an outline plan for their own article e.g. key messages; key facts; images; persuasive techniques and slogans.

Consider what the reader needs to know and include relevant detail; use persuasive techniques and anticipate reactions.

Either individually, or in groups, ask pupils to draft an article and consider where it could be published.

## Plenary:

Invite groups to explain their ideas. How well does each article convey the key message? How could it be conveyed more effectively?

## National Curriculum Links

Citizenship - Analyse information about topical issues.

English and Media Studies – Analyse and develop the use of language and structure to achieve particular effects.



**Purpose:**  
Explore the use of persuasive text and imagery in the promotion of FSC.





# RESOURCE SHEET 1



## FSC - Forest Friendly for the Future

There is increasing demand for wood and paper products and the world's forests are being threatened. People want to stop global deforestation. Who would want to live in a world without trees?

The Forest Stewardship Council® (FSC) helps to protect forests and the animals and people who live in them. By choosing products from FSC certified forest you can help to ensure that forests will exist for future generations.

Every two seconds an area of ancient forest the size of a football pitch is destroyed. Make sure that you are not supporting this illegal logging trade.

Look for FSC - ask for FSC - choose FSC.

Identify examples of these techniques in the article above and consider their use in your own material:

- Alliteration
- Facts
- Opinions
- Rhetorical questions
- Emotive language
- Statistics
- Tripling effect, i.e. Repetition

## Useful facts:

FSC is an international, not for profit organisation established in response to global concerns about deforestation.

FSC-certified forests are managed with consideration for people, wildlife and the environment.

The FSC label guarantees that the trees that are harvested are replaced or allowed to regenerate naturally.

Parts of FSC forests are protected entirely, in order to protect rare animals and plants.

FSC protects the rights of Indigenous Peoples to use the forest. If they have sacred sites in the forest these are exempt from felling.

The forest owner must use local workers to run the forest, and provide training, safety equipment and a decent salary.

The forest owner is often obliged to support the community in other ways, such as through the development of schools.

FSC gives an assurance that future generations will be able to enjoy the benefits of the forest.

All the wood is tracked from the forest to the store. Every link between the forest and the consumer is certified to make it clearly identifiable which wood is FSC certified and which is not.

FSC is the only wood certification scheme endorsed by the major environmental charities, including WWF and The Woodland Trust.

## Useful links:

- [www.fsc-uk.org](http://www.fsc-uk.org)

- [www.fsc-uk.org/10goodreasons](http://www.fsc-uk.org/10goodreasons)

Accompaniment  
to KS 3-4 Lesson  
1 (Persuasive  
Language)

