

Max's Persuasive Campaign: Protecting Our Local Woodland

Learning objective: To structure a persuasive argument using formal language, rhetorical questions, and emotive vocabulary.

Use this scaffold to help Max the monkey write a letter to the local council. You are arguing why the community should protect the ancient Oakwood Forest from being turned into a car park. Use the word bank to help you link your ideas together.

It is with great concern that I write to you regarding the proposed plans to replace our beloved Oakwood Forest with a concrete car park.

Word bank: undoubtedly · furthermore · consequently · it is essential that · have you ever considered? · a catastrophic impact · beyond a shadow of a doubt · nevertheless · in addition

1. Introduction: State your purpose clearly. Start with: I am writing to express my strong opposition to the proposal because... (2 marks)

2. Point 1: Focus on the wildlife. Start with: Firstly, the destruction of this habitat would be devastating for the creatures who call the forest home, such as... (3 marks)

3. Point 2: Focus on the community. Start with: Furthermore, local residents rely on this green space for their physical and mental well-being, as it provides... (3 marks)

4. Counter-argument: Acknowledge the other side and dismiss it. Start with: While some argue that a car park is necessary for the town, I believe that... (2 marks)

5. Conclusion: Summarise your main point and demand action. Start with: In conclusion, I urge you to reconsider these plans and instead invest in... (2 marks)

Extension challenge: Research a real environmental issue in your local area. Can you add a paragraph that includes a statistic or a quote from a local resident to make your argument even more convincing?