

## Sm4-6.1 Showing the A

### 1.0 Lesson Objective

- ✓ What is showing the A
- ✓ Why is it important?
- ✓ How to change the A to Showing

### 2.0 Activate Prior Knowledge

What is an A? What is showing vs Telling?

### 3.0 Concept Development

Students 'tell' because it is quick and simple. However, it is also unconvincing.

Creating a vivid mental image is arguably the most straightforward and effective persuasion method. A quick glance at advertising reveals this truth. Charitable organizations like the Smith Family and the Salvation Army serve as compelling illustrations of the "Show, Don't Tell" approach in persuasive advertising. They steer clear of intricate vocabulary and convoluted sentence constructions. Instead, they portray a single child in a single situation, inviting you to perceive the world from their perspective. What readers can visualize in their minds fosters empathy and forges a connection.

<u>Before</u>	<u>After</u>
We should help children because they are poor and don't have enough money.	Feeling like watching television? Just <b>press</b> a button or two, and your favorite show <b>appears</b> on the screen. Simple, right? Well, that's the fortunate reality if you <b>reside</b> in a place like Australia. Now, let's <b>focus</b> on that remote control you hold in your hand. Imagine, for a moment, living in Ethiopia. That <b>tiny</b> device <b>symbolizes</b> one year's work in a <b>dusty, grimmy</b> mine.
Come to our movie theater, you'll love it.	As you <b>step</b> into the movie theater, the initial <b>sensation</b> is one of silence, which gradually gives way to the subtle sounds of anticipation. Around you, the murmur of fellow moviegoers, the <b>rustling</b> of popcorn bags, and the occasional <b>giggle</b> or <b>whisper</b> create a unique atmosphere. As you <b>descend</b> deeper into the cinema, the excitement builds. The scent of <b>fresh</b> popcorn <b>wafts</b> through the air, mingling with the aroma of <b>buttery</b> popcorn and the <b>faint hint of candy</b> . The deeper you <b>venture</b> into the theater, the more immersive the experience becomes - the <b>dimly</b> lit aisles, the plush seats, and the larger-than-life screen <b>transport</b> you to another world, where the movie's narrative <b>unfolds</b> , and memories are <b>etched</b> onto the canvas of your mind.

**3.1 Match the explanation to the showing that bring the ideas to life.**

**Telling/Explaining**

Apples are good.

Saving money could save a life.

A pencil holder can make things neater.

Listening to classic music will improve your mood.

**Showing**

They stand tall and to attention and stay there all day. Never cluttered nor messed nor missed.

With a wave of your hand, you bid your grumpy old boss and slip on your headphones. Soon, the musics spools up ,and the strings stir your heart with joy as you skip your way home.

Need fresh start to life? Sink your hungry teeth into some sweet flesh then enjoy the crispy crunch that is your snack.

You holler for help, but will it come? No worries, rescue is close at hand as you whip out your phone and shiny new credit card.

Importance

Persuasive writing aims to evoke emotions and make people act - and that is why ads are the best way of all to teach students the art of persuasive texts.

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#### 4.0 Skill Development/Guided Practice

**Step #1: Plan the paragraph**

**Step #2: Identify the key parts of your A and think of the best emotional appeal**

**Step #3: Write the A, bringing out the emotion with fig devices, imagery etc**

#### 4.1 Fix the As on these.

Explain	Show the A
<p>An unhealthy diet leads to diseases like diabetes, hypertension, obesity, cancer and nutrient deficiencies. <u>If you don't eat fruit and vegetables you are putting yourself at risk of getting these diseases. All the sweet and fatty food we are feeding children in our canteens could be causing horrible diseases that will be with them for a lifetime.</u> One of these diseases is obesity.</p>	
<p>Firstly, in our schools today there are children who are actually so afraid, that they don't want to go to school because of bullying. <u>Allowing this disgusting behaviour to continue could seriously impact the future of our children and prevent them from learning and becoming successful at life.</u> How could anybody stand by and let this atrocity happen?</p>	

Secondly, sports and exercise will make you fit and strong, thus preventing you from serious diseases. Improving cardiovascular health is great for our muscles, joints and vital organs. This also means that you are less likely to become weak and frail at an early age. Furthermore, exercise has been proven to reduce the risk of mental illness by releasing good chemicals into our brains.

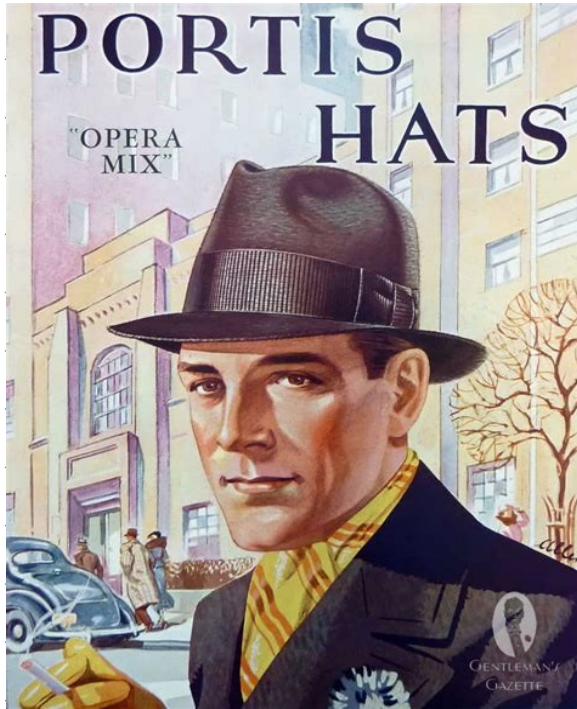
Furthermore, children are playing sports after school like dance, netball, football, soccer, horse riding, tennis, swimming, basketball and hockey. Every child can find a sport to love and play. Children are playing these sports after school to keep fit and healthy. Almost every single student in our school plays a sport after school. If they increase physical education and your children play sport after school they will become as thin as a needle from over exercising, which is incredibly unhealthy.



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6.0 Independent Practice

6.1 Write a persuasive paragraph for this:



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