

IGCSE First Language English

9th grade

Unit 8.

Persuasive device

(Magazine article – The joys of jogging)

Persuasive writing (Page 81)

- Persuasive writing **aims** to convince someone to do something for their own benefit or that of the writer.

To be effective, your writing must clearly focus on:

- *Purpose*
- *Give specific evidence*
- *Show awareness of the audience being targeted*
- *Choose vocabulary to evoke the required emotional response.*

VARP

Voice

Audience

Register

Purpose

B. Persuasive devices

Page – 84. **The joys of jogging**

- ✓ Read the magazine article about the pains and pleasures of becoming a jogger.

If you don't jog, jogging is impossible. When you do run for a couple of minutes – when needs really must – you find yourself beetroot in the face, slick with sweat and barely able to breathe. It is painful and undignified. And if in a two-minute dash to a bus stop you can be reduced to such a wreck, what would happen in four minutes? How can it be physically possible to run for 20, which is how long they say 'beginners' should jog for?

I jog now, very slowly, but very definitely and sort of regularly (in a random way), and I enjoy it. Or at least I feel smug and energetic and virtuous for having done it. I don't care that people tease me for shuffling along so slowly or for chatting so much while I shuffle. I am a jogging evangelist: I think it is the best exercise anyone can possibly do and I think that it has a more profound impact on your body than anything else you can do. If you want to get fit or lose weight there's nothing better.

There will always be people who preach the evils of jogging – we've all heard about dedicated joggers dropping dead at 50 – but in last week's British Medical Journal, Danish researchers said that their study of 20,000 people showed that regular joggers are far less likely to die prematurely than non-joggers.

So it's good for you. But how to start? I'll never forget how hard it was at the beginning: gazing up at an Everest of sweat and panting, and knowing that I would never be able to do it and that, even if I did, it would be terminally boring.

For the next three months or so, I stuck rigidly to my 'running' routine. I went to the gym three times a week, and I did my two minutes jogging, two minutes walking ...

slowly, it became easy. I stopped going red in the face and feeling uncomfortable. Then one morning a friend joined me at the gym. Not a fitness freak but an ordinary woman. I watched her jog, next to me, for 16 minutes. When I got off, at the end of my programme, she continued for another four minutes, but said nothing.

It was time to take the next step: continuous jogging. It had to be at walking pace, clearly, but continuous. First I did four minutes, then six minutes ... much duller than two minutes. It was during this period that I took the big step off the running machine and into the outside. I went for 'a run' in the park. The first thing I noticed was how much faster the time went by outside. Within a month I was going for 20-minute runs.

Enter another friend, a regular jogger. He watched me run (walking alongside me) and said that there was no point in going so slowly. And so I speeded up so that I was running, although very slowly, rather than walking. A major breakthrough.

A marathon-running friend of my mother told me not long afterwards that I was doing fine. She said not to listen too much to macho male joggers anyway: the secret was – never run at a speed that it was uncomfortable to chat at.

About eight months into my new life, I returned to the gym for my fitness test. I was weighed and found that, without ever actually getting unpleasantly tired, I had lost about eight pounds. And just like that, I was a new woman. I could run for buses without breaking into a sweat.

My love of jogging is now about three years old and prone to dips. For the past four months, I've barely been out to the park once a week. But it doesn't matter. However long I leave between runs, I can still go out and jog for 20 minutes, and feel better for it. And the best of it is that not only is jogging free, but you can do it anywhere you find yourself.

The joys of jogging: New words

- **Beetroot**- to have a red face
- **Virtuous**- strong and healthy
- **Shuffle**- walk by dragging one's feet along or without lifting them fully from the ground.
- **Evangelist**-a person who seeks to convert others to the Christian faith
- **Preach**- advice, recommend
- **Premature**- occurring or done before the usual or proper time

The joys of jogging: New words

- **Premature**- occurring or done before the usual or proper time
- **Terminally**- in a way that is predicted to lead to death; incurably.
- **Rigid**- not able to be changed or adapted.
- **Macho man**- masculine in an overly assertive or aggressive way.
- **Dip**- to leave especially suddenly or prematurely

Task #2 Imagine you are the speaker in the article and you are trying to persuade a reluctant friend to join you in taking up jogging.

- a. Scan the article, locating information which you would use to persuade your friend that jogging is a worthwhile activity.
- b. Now scan it again, finding points which someone would use to explain why he or she is not keen on becoming a jogger.

IN ORDER TO BE PERSUASIVE

- You need to give facts and details to show that you are well-informed about the topic.
- When aiming to elicit sympathy and agreement from an audience, you need to convey your enthusiasm through vocabulary choice (especially emotive adjectives), a passionate tone and style which is clear and authoritative.

Task #4

Your gym has asked you to produce a single-sided A4 publicity flyer to hand out to its members, to explain:

- the physical benefits of jogging
- the mental benefits of jogging
- the process of becoming a jogger.

Write the text, using relevant material from the article and any other relevant ideas that can be inferred from it. Using your own words and organize the points under appropriate topic headings.



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WHY CHOOSE US

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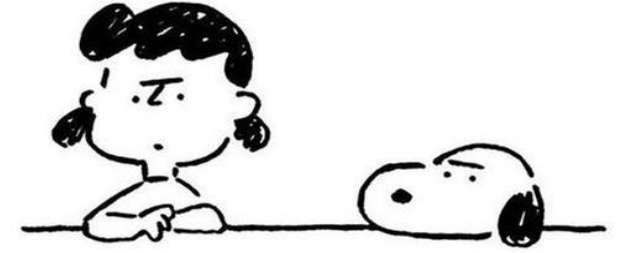
Writing Focus

- 5** In groups of three, imagine you are a student council committee trying to raise money for a new facility for your school (e.g. a swimming pool, sports hall, computer room or theatre). You are going to write a joint letter to former students of your school to persuade them to donate money towards the project.

- What do you know about the audience?
- What emotions do you want them to feel towards the school?
- What would be an appropriate tone and style to use in the letter?

First plan the structure and content of your letter, making notes on what you would put into each section. Write your letter, of about 350 words. One of you can read it out to the class, who can then vote on the project they feel most persuaded to support.

Formal Letter Structure



Dear Madam/Sir (or the official position)

or

Dear Mr/Ms (Surname) (If you know his/her name)

- **Section 1:** Reason for writing/topic of letter
- **Section 2:** Background to and details of request/complaint/issue
- **Section 3:** Conclusion, thanks, prediction, advice warning

Yours faithfully (If you have not addressed the recipient by name)

or

Yours sincerely (If you have addressed the recipient by name)

You would use this format when writing for official or business purposes, or to someone whom you have never met.