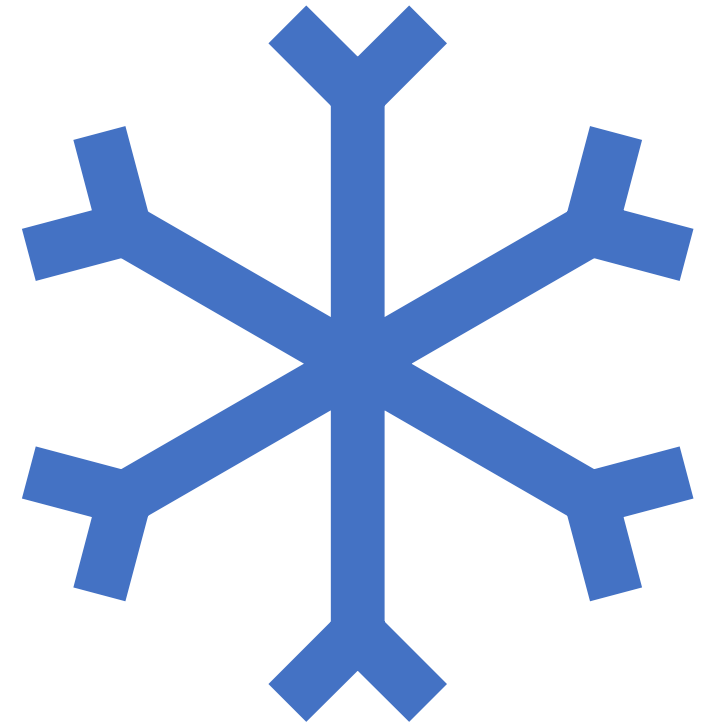


Languages, Literacy
and Communication

English

**Y7 – OUT IN THE
COLD**



Y7 Out in the Cold

Creative Challenge tasks



Vlog	Produce a short David Attenborough style video where you explore the "natural world" in your own garden.
Advert	Design an advert to recruit a team of people for an expedition to the Antarctic. What qualities are required?
Narrative	Write a poem or story which explores a personal memory of being outdoors.
Playscript	Write a scene which includes two characters who are lost as night begins to fall.

Writing task: Create a persuasive leaflet on the topic 'Save our...' or 'Help the...'

Your leaflet could be produced for a charity or organisation. You can either ask for support for an endangered animal or victims of a natural disaster.

Step 1: Research endangered animals and/or recent natural disasters. Choose who you would like to support.

Here are a few ideas:

Animals:

- Bottlenose dolphin
- Amur leopard
- Black rhino

People:

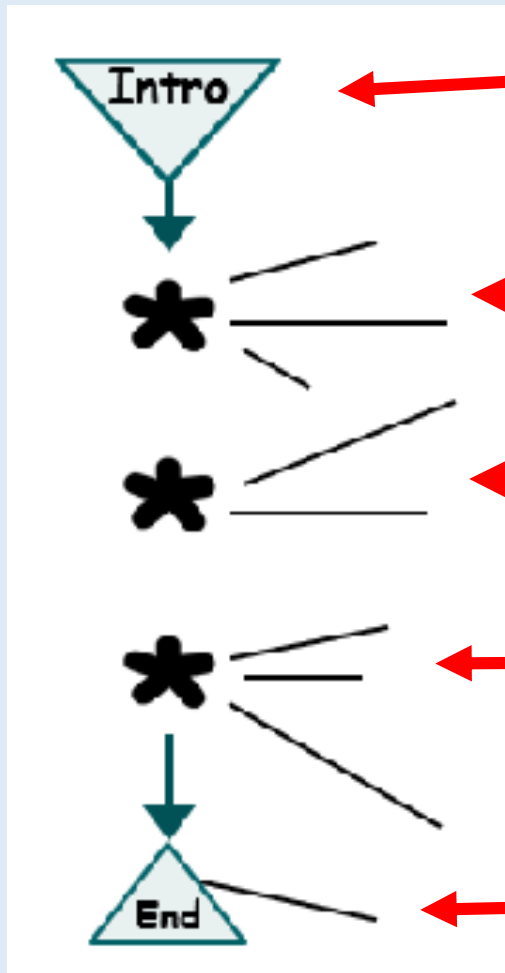
- Help to support UK flood victims
- Help following Australian bush fires
- Help to victims of a specific earthquake disaster

Create a mind-map, collating important facts to share with your reader, explaining why help is needed.



Writing task: Create a persuasive leaflet on the topic 'Save our...' or 'Help the...'

Step 2: Plan your writing using the persuasion text skeleton.



Introduce your subject. Say what you are writing about. Give a few general details.

Explain problem 1

Explain problem 2

Explain problem 3

End by saying how the reader can give support and what their support will do.

Save our.....

Introduction
We need your to....

Picture of...

Problem 1
The snow leopard is in danger because...

Problem 2

Problem 3

How you can help
Please donate today....

Writing task: Create a persuasive leaflet on the topic 'Save our...' or 'Help the...'

Step 3: Plan your layout and use of language

logo and contact details

images

headings/sub-headings

WWF for a living planet®

Struggling for survival

Sharks used to be the masters of the sea as they are at the top of the underwater food chain. Having existed for over 420 million years, even earlier than dinosaurs, sharks play an important role in balancing the marine ecosystem being top predators and scavengers in the ocean. However, these natural born hunters are facing the biggest threat ever - overfishing.

Populations of many shark species have been declining drastically due to our insatiable demand for shark fin and the lack of sustainable shark fishing management worldwide. As animals of slow reproduction, shark populations worldwide are shrinking to an alarming level where an immediate step is needed to prevent the extinction of many important species.

The World Conservation Union (IUCN) reported 15 shark and related species were threatened with extinction in 1996, but the number increased by 3-fold to 128 species in 2008.

The Role of Hong Kong

Despite being small, Hong Kong is the world's largest trading center of shark fin, accounting for 50-60% of the global trade. About 72 million sharks are killed every year to satisfy the enormous appetite. Hammerhead sharks, dusky shark and sandbar shark were put to a vote at the United Nations Conference in March 2010 for better international trade controls as they are almost consumed to extinction thanks to the unrelenting demand for their valuable fins.

Year	No. of Threatened Shark and Related Species on IUCN Red List
1996	15
2000	19
2004	82
2008	128

You can help save sharks and retain a balanced marine ecosystem

As an individual consumer

1. Stop eating shark fin and persuade your relatives and friends to stop too.
2. Support caterers that take their first step addressing this critical global crisis. Please visit wwf.org/hk/sharkfin to see the list of caterers offering shark-fin banquets.

As a corporate consumer

Plunge not to eat or serve shark fin in any of your corporate functions to demonstrate your corporate social responsibility and support for a sustainable planet. Please visit wwf.org/hk/shark to see the list of corporations that have responded to our call.

As a caterer

Join our Alternative Shark-free Menu Programme and offer your consumers shark-free banquets. Please visit wwf.org/hk/shark for more details. Save Our Oceans and Be Part of the Solution!

For more about WWF's Seafood Choice Initiative, please visit wwf.org/hk/seafood and download the Seafood Guide.

Persuasive language features. Plan examples of the following for your writing:

1. Statistics _____

2. A rhetorical question _____

3. A command _____

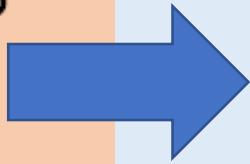
CHALLENGE +
Can you include examples of the following:
Emotive language, tripling, direct address. Don't know what they are? Find out! How can you make your language sound like you are producing a professional document?

Step 4: Produce your leaflet. It could be handwritten or completed on the computer.

Writing task: Create a persuasive leaflet on the topic 'Save our...' or 'Help the...'

How successful were you?

Use this checklist to self-assess your work



Challenging

- ✓ Write one-two sides A4
- ✓ Paragraph your ideas – at least 3 main paragraphs
- ✓ Set out the article correctly, with an appropriate beginning and ending
- ✓ Clearly give reasons for supporting those who need help

More Challenging

- ✓ Vary language use with a range of techniques: tripling, rhetorical question, statistics
- ✓ Arguments are convincing – you make the reader want to help
- ✓ Use a range of details/examples to support your view

Most Challenging

- ✓ Justify. How will the support of your reader help? Why does this cause deserve support more than others?
- ✓ Remember, writing at the highest level will be almost error-free.



Focus on Poetry

Step 1: Read the poem 'The River's Story'.

Can you spot 5 different stages to the river's life?



"A single tin of paint can pollute millions of litres of water." WWF

The River's Story

By Brian Patten

I remember when life was good.
I shilly-shallied across meadows,
Tumbled down mountains,
I laughed and gurgled through woods,
Stretched and yawned in a myriad of floods.
Insects, weightless as sunbeams,
Settled upon my skin to drink.
I wore lily-pads like medals.
Fish, lazy and battle-scarred,
Gossiped beneath them.
The damselflies were my ballerinas,
The pike my ambassadors.
Kingfishers, disguised as rainbows,
Were my secret agents.
It was a sweet time, a gone time,
A time before factories grew,
Brick by greedy brick,
And left me cowering
In monstrous shadows.
Like drunken giants
They vomited their poisons into me.
Tonight a scattering of vagrant bluebells,
Dwarfed by those same poisons,
Toll my ending.

Children, come and find me if you wish,
I am your inheritance.
Behind the derelict housing-estates
You will discover my remnants.
Clogged with garbage and junk
To an open sewer I've shrunk.

I, who have flowed through history,
Who have seen hamlets become villages,
Villages become towns, towns become cities,
Am reduced to a trickle of filth
Beneath the still, burning stars.



Focus on Poetry

Step 1: Read the poem 'The River's Story'.

Can you spot 5 different stages to the river's life?



"A single tin of paint can pollute millions of litres of water." WWF

The answers:

Stage 1: The poem remembers the past and how it was a happy and healthy time.

Stage 2: The factories were built and polluted the river.

Stage 3: The river speaks out to children and asks them to help make a better future

Stage 4: The river thinks about the past and how it has shrunk and become more dirty over time.

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Y7 “Out in the Cold” Speaking and Listening Task: “Help the Homeless”

Prepare a short speech and presentation

The National Lottery Commission has decided to donate £150,000 to a homeless charity .

They have invited presentations from all the main charities who work with the homeless to help them decide which charity to give the money to.

Prepare a presentation to persuade the Commission to give **YOUR** charity the £150,000.

- Research a homeless charity e.g. Shelter
- Plan the structure of your talk
- Produce a list of key points

Useful phrases

Our charity supports...

We provide...

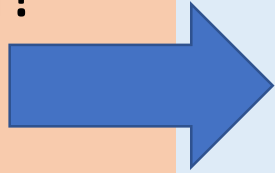
We would use your funding to...

Extra funding would help us...

Prepare a short speech : 'Help the Homeless'



How
successful
were you?



Use this
checklist to
self-assess
your work



SUCCESS CRITERIA

Challenging

- ✓ Confidently speak to your audience, making eye-contact
- ✓ Use pace, pauses and variety of tone to make your feelings and thoughts clear and meaningful
- ✓ Adapt and shape talk to suit the situation - formal language?
- ✓ Have a clear beginning, middle and end and use connectives to structure your talk. E.g. 'Firstly'...
- ✓ Speak for 3 - 5 minutes with notes only for support
- ✓ PowerPoint slides optional

More Challenging

- ✓ Use research, evidence and facts to show your knowledge and understanding of the topic
- ✓ Use a range of persuasive strategies to engage the audience: audience appeals, rhetorical questions, facts and statistics etc.

Most Challenging

- ✓ The speech is organised with clarity and control and shows ambition. You 'own the room'.
- ✓ Minimal and subtle use of notes, if required.
- ✓ Research your chosen homeless charity. Can you find evidence for the effective use of funding? Is this a good investment of the Commission's money?