



# I can tell you now

## Argument Writing

A persuasive piece expressing a passionate view about a contemporary issue

### The Task:

Your local newspaper runs a weekly column called:

**“I can tell you now...”** – in which a guest columnist is asked to write a piece of between 500-700 words.

Writers use the column as a place to comment on some aspect of modern life that annoys them. Some writers produce comic writing, others take a more serious approach.

### Use your own experience as inspiration:

- You may wish to express your ideas about something you feel strongly about - or you may prefer to explain an aspect of society that you have an interest in or knowledge about.
- Match your writing style to its purpose - if something is to be provocative, use devices that provoke, if it's humorous, use effects that add humour.

### You could choose:

- To write about something that angers you on a daily basis like the transport system or school uniform
- An accent or type of behaviour that annoys you
- A matter of global or political importance like the environmental impact of carbon fuels or the UK getting involved in foreign conflicts
- A television ad that annoys you

---

### APPROACHES

---

1. Read or view some news and opinion items about similar topics
2. Have a debate with one of your colleagues or a teacher about your topic and record some of the points and language you used
3. Explore the use of rhetorical effects in existing persuasive pieces
4. Concentrate on making a single, clear point and hammering it home with power and precision.

IGCSE English Language Coursework  
Component One  
February 2015

Raphael  
Derecki

①

Don't get me started on:

## Fortunes of the Modern day Footballer.

Do you think it is correct that a footballer earns more than someone who saves lives, someone who stops crime or someone who fights fires? Is it fair that someone who pays in blood fighting for their country earns an almost scarce amount when compared to the extravagant earnings of the modern day professional footballer?

Everyone knows footballers get paid way too much. With people like your <sup>parents</sup> sitting there working hard and just scraping to make ends meet. The truth in the matter is that a premier league footballer in one week will have earned more money than both your parents combined over the space of a year. This is disgusting as football is a leisure time activity to watch or play, not a career choice where the best young talents become legends of the big screens. I am afraid that this is what it has become.

In these times of recession where public sector workers pay has been frozen for three years, do you think it's correct that footballers pay wages are still on the dramatic increase. Call me mad but do you seriously think that wearing your 100% cotton kit, with colours and the crest of teams that no one cared for anymore and ~~there~~<sup>your</sup> space aged plastic football boots, kicking a ball made in Vietnam where the maker gets three pennies a day should earn you millions? Are people like yourself thinking this is madness? Well you should be.

continued

(2)

Football used to mean something, now kids just support teams where the best players play. ~~"I'm going to support Barcelona"~~ "I support Barcelona" is a common thing said, even though they'll never see a live match at the stadium, it's ridiculous, "I support Barcelona, because Messi plays for them" this is so common among kids, the club doesn't mean anything anymore, there is no history or reason anymore.

This effect that the media have on you, makes you think and forget about the ridiculous wages and scandals, because you're sucked into the world where your actions and mind are being controlled. Open your eyes to this and you'll notice every program does it. This is the true fortune of the footballer, where because of this light brainwashing you, they become kings of the world, compared to this role model ~~god~~ God ~~status~~ ~~stature~~ the money is nothing. Remember money is nothing without the means to use it.

I believe that footballers wages ~~have~~ are disgusting and have corrupted the game of football to the extent that the team with the most money will have the best players and the richest teams are the best, there is no fair competition and the media has disguised it to make out like everything's fair, overdramatic and near almost like dependency. It's been taken too far now and must be stopped. Football is no longer a sport, it's now a business using malicious tactics to keep you from seeing the truth.

# Creative Writing - Ad Stimulus

Mark Allaway

***A newspaper invites young people to write to write articles about tv advertisements they either love or loathe.***

Everyone loves the Skoda Fabia advert from a couple years ago. The sweet, simple pleasures that can be derived from the viewing of a life-sized cake moulded into the shape of Skoda's flagship model, all to the uplifting tune of the Sound of Music's favourite things.

But the new advert for their "Meaner" Vrs model takes all of this joy and happiness and throws it into the dirt and rubs its shoe in its face for good measure. The new advert, a cold hearted parody of the previous one, begins by giving you a false sense of security, lulling you in by showing you the beginnings of its predecessor. Then it cuts into a new, grungier rendition of the song originally meant to be happy and sweet, now it has taken a more metallic quality almost like two washing machines having a shouting match.

The terrible music aside however, the advert springs into life immediately. Whereas the old version showed dainty bakers delicately placing layers of cake and icing on to their lovingly created cake-car hybrid, the new version begins with a man smashing car doors into shape with his bare hands. Not quite the same artistic direction. A series of events leading to the creation of the car ensues much like the old advert although with less cake and more destruction. Men biting holes into the car doors, a group of people attempting to control an engine composed entirely of snakes.

Perhaps a nod to the more ferocious engine in the new model, or just because the design team knew it looked irresistibly cool. The secret of how Skoda makes their distinct blacked out roofs was also made aware in this advert, although I am sceptical whether it is actually possible to pick up the tire tracks left behind by a maniacal tattooed motorcyclist with a snow shovel - however, as with everything else in this advert I'm sure it must be true.

This advert wasn't all fun and games, Skoda used it as a platform to announce their new chosen fuel type - but you won't be picking this up at the petrol station for quite a while. The new Vrs is shown being filled up with the most obvious fuel choice, snake venom. Yet again I have to wonder about the actual engineering logic at Skoda, but who am I to judge.

The advert ends yet again much the same as the previous advert, the cast surround their creation. Admittedly this cast looks a lot more scary than the previous cast who looked like the only thing they could beat were eggs. The slogan "made of meaner stuff" flashes onto screen as the now self-sentient machine attempts to murder its fleeing creators, whether speaking in the metaphorical sense or just reminding you that it's apparently made out of snakes and darkness incarnate.

The sheer in-your-face attitude of everything in this advert kept me on edge throughout, and that's why I love it. The advert absolutely outshone their previous hit advertisement which now pales in comparison, and likely fear, at its new scarier cousin.

Kemi Jackson.

Tuesday 24<sup>th</sup> April 2012.

## Public Transport:

Starting with an ironic statement is an effective and more subtle way of engaging the reader and demonstrating the style of the piece.

I love public transport, the idea of late smelly buses, over crowded trains and cold trams gives me that warm feeling inside, well if it did everyday would be a good one.

Two words. Every day.

Every single day of my life I am forced to use public transport, and not once have I thought "Wow, that journey was a smooth one" or how much I enjoyed the journey, because I never do.

Continuing the ironic tone strengthens the authorial voice of the article

I often find myself on a mode of public transport, depressed, saddened and slowly, slowly developing a headache. I am not sure if it is the ignorant drivers, the crying smelly babies, or the constant smell of wet dogs and people that does it for me, but I just hate it.

Always denote your subordinate clauses with commas: "...while on a bus, especially on cold and wet days, is when someone..."

Possibly one of the most aggravating things that can happen while on a bus especially on cold wet days is when someone gets on the bus, with a wet shabby old sheep looking dog, the smell instantly spreads throughout the bus, attacking the sense of smell in every direction. What makes this situation worse is when the owner believes their dog has a right to a seat, on a bus created for humans, next time it happens I will speak up, depending on the size of the owner.

Comma splice. The sentence should end at "dog."

Watch these run-on sentences. If in doubt, separate your sentences into the most simple units.

Now, have you ever been embarrassed by or on a bus? Well I have, and have seen the same tragic experience repeated on many people. I am certain that bus drivers do it on purpose, yes I am talking about missing the bus.

Careful introduction of the second person "you". Gradually reeling the reader in with a subtle shift in viewpoint.

This experience is one of the most embarrassing

to happen to a human being. When you see your bus from afar, begin to run with the hope of catching it, but the bus pulls to the stop as you are about 3 quarters of the way to it. There is only one person getting on, you know it will take no more than 8 seconds for them to get on and for the bus to pull away. You are still running, the bus doors open, the person puts one foot on, now you're losing hope. Now, the one person is on, you have 3 seconds to get to that bus and get on, but, you take 4 seconds. You step foot at the bus's front wheel, the doors have closed and the bus pulls off and you have been stripped of your dignity. It is not a good feeling.

This is an object lesson of how to use an anecdote for deliberate effect. Nice work.

People have often called public transport a life saver, but I prefer to call it a life taker, not because forms of public transport are known to kill people but because when I step foot on a bus, train or tram, the life is drained out of me, physically and mentally, as soon as I get on I drag my feet to a place to sit down, and once I have sat, my mind goes blank and I sink in to the depressing, same old same old, world of public transport.

Extended metaphor

This article is an excellent demonstration of the careful use of a range of rhetorical devices, used with subtlety and effect. The ironic tone, the use of humorous anecdote, the careful control over viewpoint, all demonstrate your command of language.

Where you need to focus in order to improve your work is in the direction of some of the more basic rules of grammar. On a number of occasions your sentences were 'comma-spliced' or simply ran on. Please check the annotations on this piece and let me know whether you can identify this issue for yourself, or whether you'd like some time with me where I can assist you to resolve these errors - as they will hamper your goal of achieving the highest grades.

In terms of the style and content, to develop further I'd encourage wider vocabulary, more extensive use of extended metaphor and more surprises in the structure of your work - you've got the formula, so now it's time to be inventive.

Content/Style: 9/10, Structure/Accuracy: 5/10, Band 4