

Writing Plan and Sequencing	Comment	Check
Your writing must be well-structured and make sense. Planning will improve your writing significantly, so make sure you take time to plan effectively:	The writer's plan is clear and notes rhetorical techniques to be used as well as demonstrates a clear knowledge of structure.	
Beginning: Does your opening statement introduce the argument to the reader and tell them some of the background?	The opening shows an impressive knowledge of the debate surrounding animal welfare over time, as well as introducing the writer's own view on the issue.	•
Middle: This is where you develop your argument with 'for' and 'against 'points. Have you used the "sandwich" technique: two paragraphs arguing for the side of the debate you have chosen, with one sandwiched in the middle that demonstrates your knowledge of the opposing point of view?	The writer uses three paragraphs, in the style of a persuasive piece. Connectives clearly link paragraphs together and the strongest points are made in the final paragraph, leaving the reader feeling convinced of the writer's view.	
Are your arguments clearly developed and do readers understand both points of view? Have you included details for both sides, but more for the side you are arguing?	Arguments for both sides are presented with conviction and insight.	
End: Have you concluded and summarised? Do you sum up the argument/ draw a conclusion/ give a personal opinion linked to the opening?	The ending feels both personal and objective, urging the reader to take a side on the issue while showing an awareness of the other side of the debate.	

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Writing Structure	Comment	Check
Have you written at least 3-4 paragraphs?	Clear paragraphing has used throughout the writing.	/
Is your writing organised into paragraphs with key points for 'for' and 'against' followed by details, examples, evidence or illustrations?	The writing is separated into well crafted paragraphs and the points made are backed up with strong evidence: for example, facts found in the Cowspiracy documentary.	✓
Does your final paragraph sum up the argument I am making?	The conclusion is clear and sums up the argument: 'I strongly believe that it is our moral duty as civilized beings to free any creature living between four walls.'	/
Have you used a range of different paragraph lengths?	The opening and concluding paragraphs are snappy and short in comparison to the more detailed central paragraphs.	/
Have you ensured that paragraphs link together and refer back to one another?	Arguments against keeping animals in captivity clearly reflect on the arguments for doing so, for example in the discussion of the ethics of zoos.	/
Sentence Structure	Comment	Check
Have you used statistics, facts or knowledge to convince the reader?	Knowledge of animal conditions e.g. Gus the polar bear is used to provide evidence for the writer's points.	/
Have you used a range of sentence types: short for impact, long to give further information?	A range of sentence lengths are utilised for rhetorical effect.	/
Have you started some sentences in a variety of ways, such as with nouns or adverbs?	Sentence starters are consistently varied, and nouns like 'documentaries' are used to initiate sentences.	\
Have you included a variety of connectives to link your ideas?	Connectives such as 'furthermore' and 'on top of this' are used.	/
Have you used formal tone and some passive sentences?	A formal tone created by complex vocabulary is maintained throughout.	/



Sentence Structure	Comment	Check
Have you used a full range of sophisticated punctuation accurately and for specific impact? .,!?-:;()"	Semi colons, commas, question marks and an en dash are used for impact. e.g inter-city	✓
Have you punctuated sentences correctly to avoid comma splicing? "We must all decide to act, we must all decide to act now." X "We must all decide to act; we must all decide to act now." ✓	Commas are used to separate the various clauses of sentences throughout.	

Vocabulary:	Comment	Check
Have you used persuasive words and phrases ?	'You must agree'; 'the case for veganism has never been more apparent'.	/
Have you used a range of modal verbs to create a sense of urgency and passion?	'You must agree'; 'animals should have just as much right'.	/
Have you used the most sophisticated words you know in order to sound reliable and persuasive?	A sophisticated vocabulary is used: 'creates profound psychological damage'.	✓
Have you used a range of connectives to link my points? (alternatively, contrastingly, firstly)	Connectives such as 'furthermore' and 'on top of this' are used.	✓
Have you used technical Vocabulary, e.g research suggests that	Technical vocabulary, such as knowledge of conservation work and hormones used in industrial farming, is used.	/





Language Techniques:	Comment	Check
Have you used emotive language to encourage your reader to sympathise with your point of view?	'tragically limited', 'mental distress'	✓
Have you included declarative sentences (statements of fact/assertion) to sound trustworthy?	'For some decades we have known that the pacing of tigers and other big zoos in cats is a sign of mental distress'	✓
Have you used complex technical language and a formal tone to provide evidence for your point of view?	'chickens injected with steroids or hormones'	✓
Have you used a triplet of adjectives, or a triplet of clauses? "Unloved, rejected and abandoned"	'cramped, squalid, or claustrophobic'	✓
Have you used powerful verbs and adjectives to ensure your point is strongly made?	'profound psychological trauma'	✓
Have you used rhetorical questions?	'After all, we humans are animals ourselves, and wouldn't we want these freedoms?'	✓
Have you occasionally referenced your own opinion in order to enforce your point?	'I strongly believe'	✓
Have you used direct address (addressing the reader as 'you') to create a sense of togetherness with your readers?	'you must agree'	✓
Have you used an assertive tone to convince your reader?	'it is our moral duty as civilized beings'	✓
Have you used collective pronouns to suggest relationship between you and the reader?	'for some decades we have known'	✓
Have you used repetition for effect?	'horror upon horror'	✓

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Spelling and Grammar	Comment	Check
Have you ensured that both simple and complex words are spelt accurately?	All spelling is correct.	/
Have you used the correct tense: past, present or future?	The present tense is used throughout, given the persuasive nature of the piece.	/
Have you used a formal tone, occasionally sharing your personal opinion on the issue?	The tone is formal and restrained but the writer occasionally shares their own opinion.	✓
Have you expressed your ideas clearly by using correct grammar, punctuation, and spellings, and do they make sense?	The writing makes sense with the correct use of grammar punctuation and spelling.	✓

