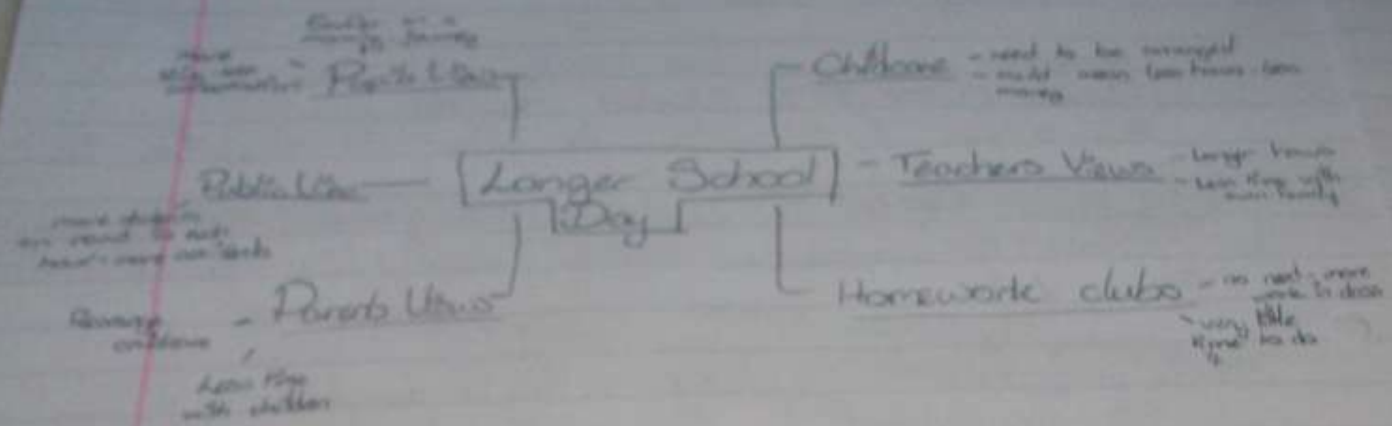
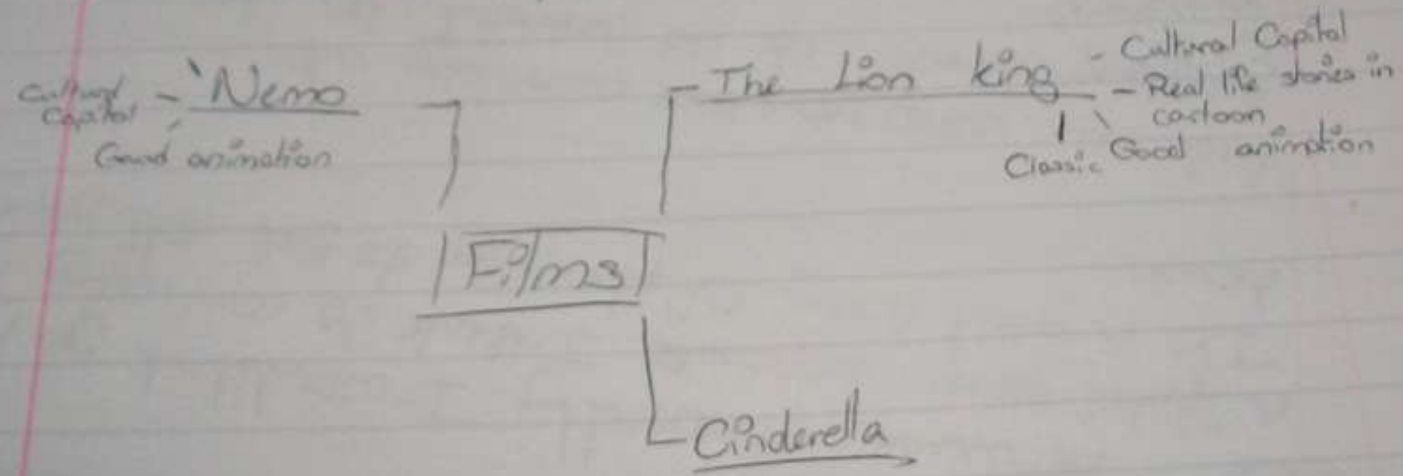


111 writing to argue plans

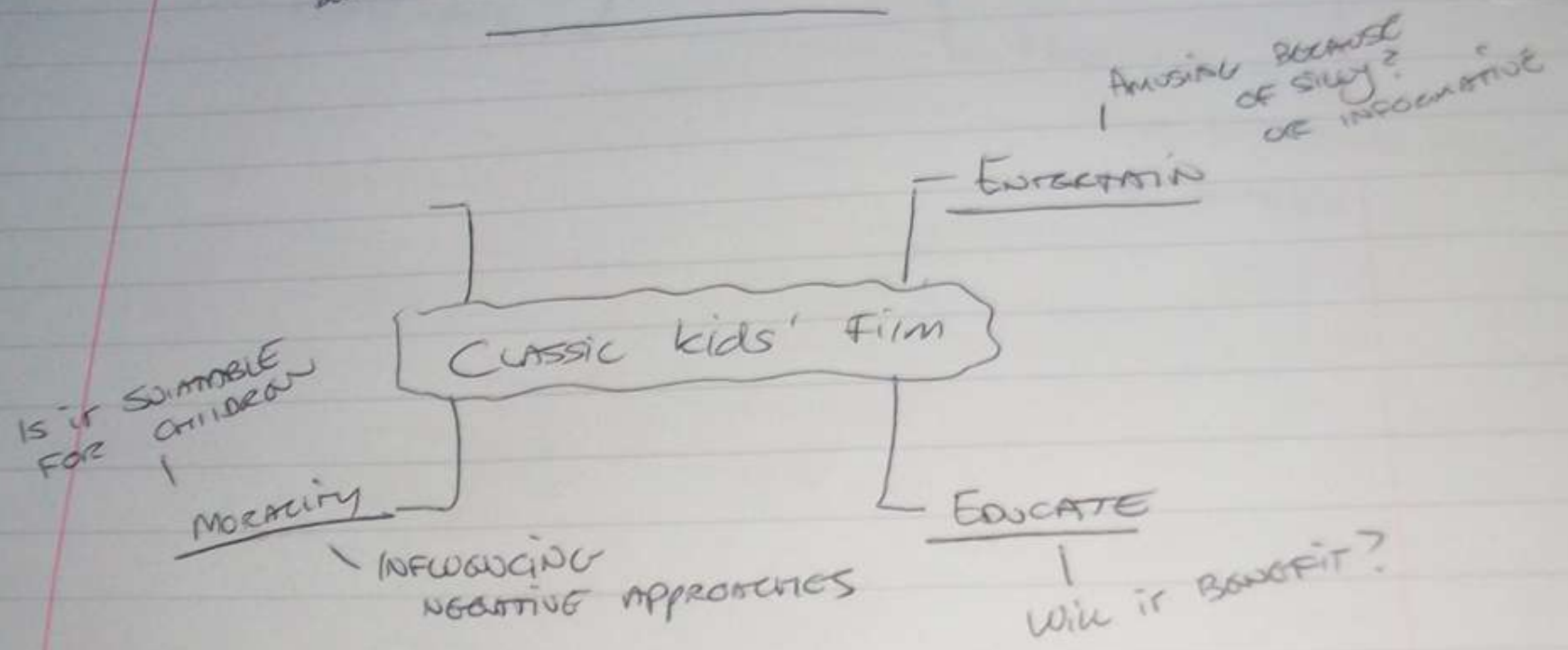
28th Feb 2011



- ① D - to inform and explain
- A - Parents interested in taste of children
- F - Email, Review, post



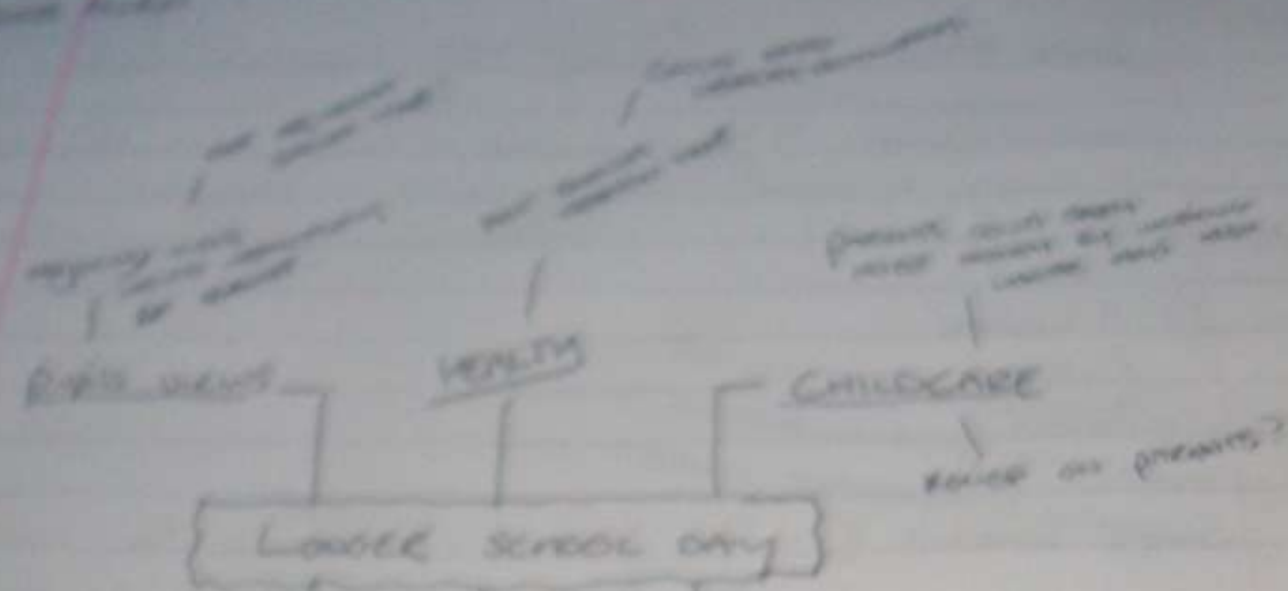
THE WHOLE
FOR, FEEL LIKE
CHILDREN ARE GETTING
BEST EDUCATION POSSIBLE.



Audience - PARENTS OF CHILDREN
Purpose - RECOMMEND / ADVICE

Form - LETTER

Longer school day



PARENTS' VIEWS
 Why would parents?
 Is there more or spend
 time with their children.

For, For, For, For
 Children are getting
 best education possible.

NOT AS
 MUCH HW
 ISSUED...

CLUBS WOULD
 CO-EXIST WITH
 SCHOOL WORK

Pros
Cons
1 2

Not as much social time.

Parents can earn more money - Extra hours

Formal time included.

Less time to do more activities.

Pupils view

Childcare

Less time for child care.

LONGER SCHOOL DAY

Parents view

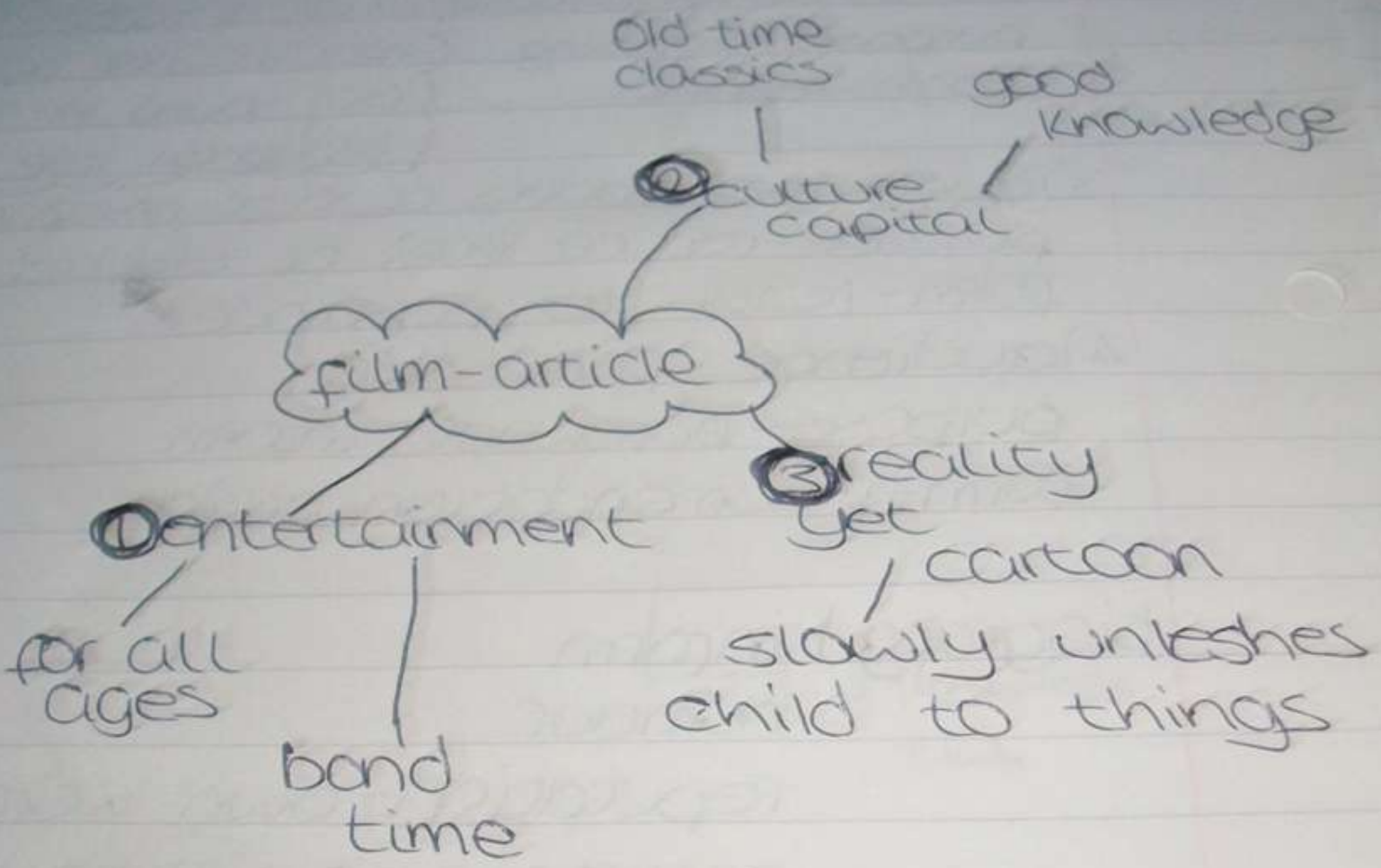
Homework club

Or...
Less time with kids more productive hours.

Not as much homework issues.

Main argument is they want to spend more time with kids.

More school time equal either more less homework



film-article

1 Entertainment

for all ages

bond time

Old time classics

2 culture capital

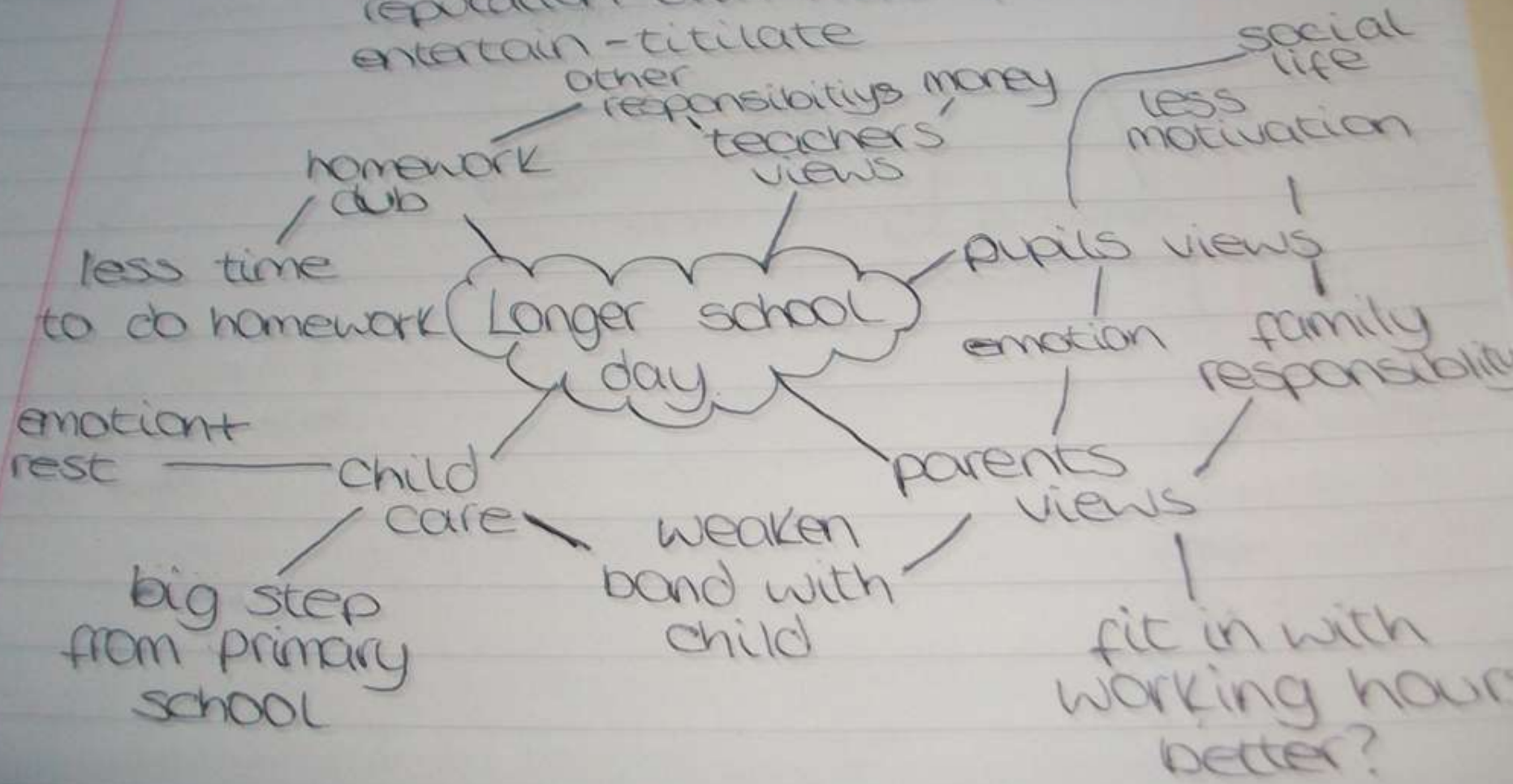
good knowledge

3 reality yet cartoon

slowly unleshes child to things

audience - parents
purpose - persuade, inform
form - recommendation, article

biography / inform
humour
reputation - own words (persuade)
entertain - titillate



Classic Kids Films

bonus points for film)
perhaps level of violence and nudity. maybe the companies reputation, eg Disney.

to reveal things you don't know

Pupils' views

consider problems, likely that pupils are opposed to this idea.

- less free time @ home
- long distance travel?

Children

interfere with home life
may inconvenience parents

Longer school day

Parents' views

same 'homework' as parents

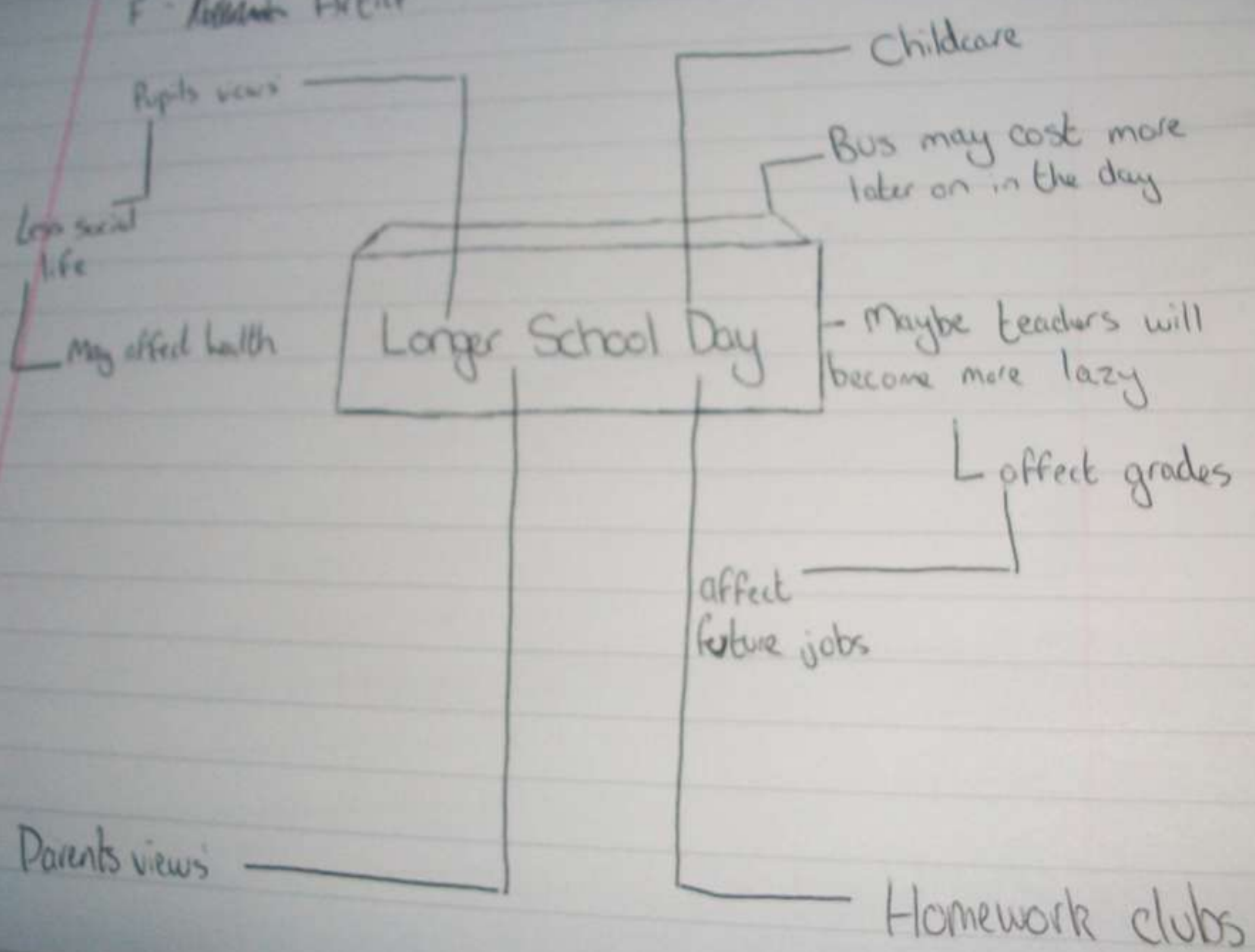
Homework club

will get it done, not leave it at home

Teachers views

- more work than before
- long distance travel?

③ A - Interview users of
P - To get recommended films
F - ~~Interview~~ Article



Purpose: to entertain

Pupils views
- unhappy

better academic performance

More time spent learning

easier for parents who work late

Childcare

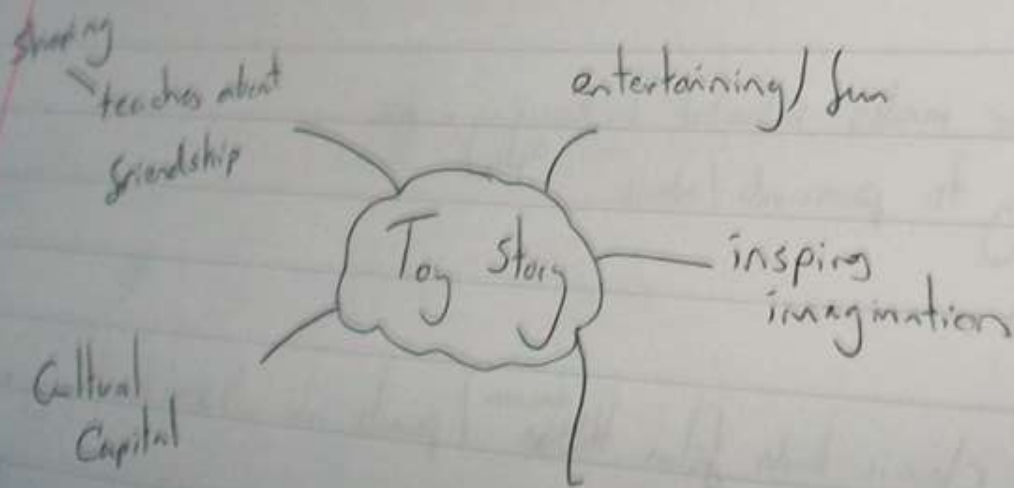
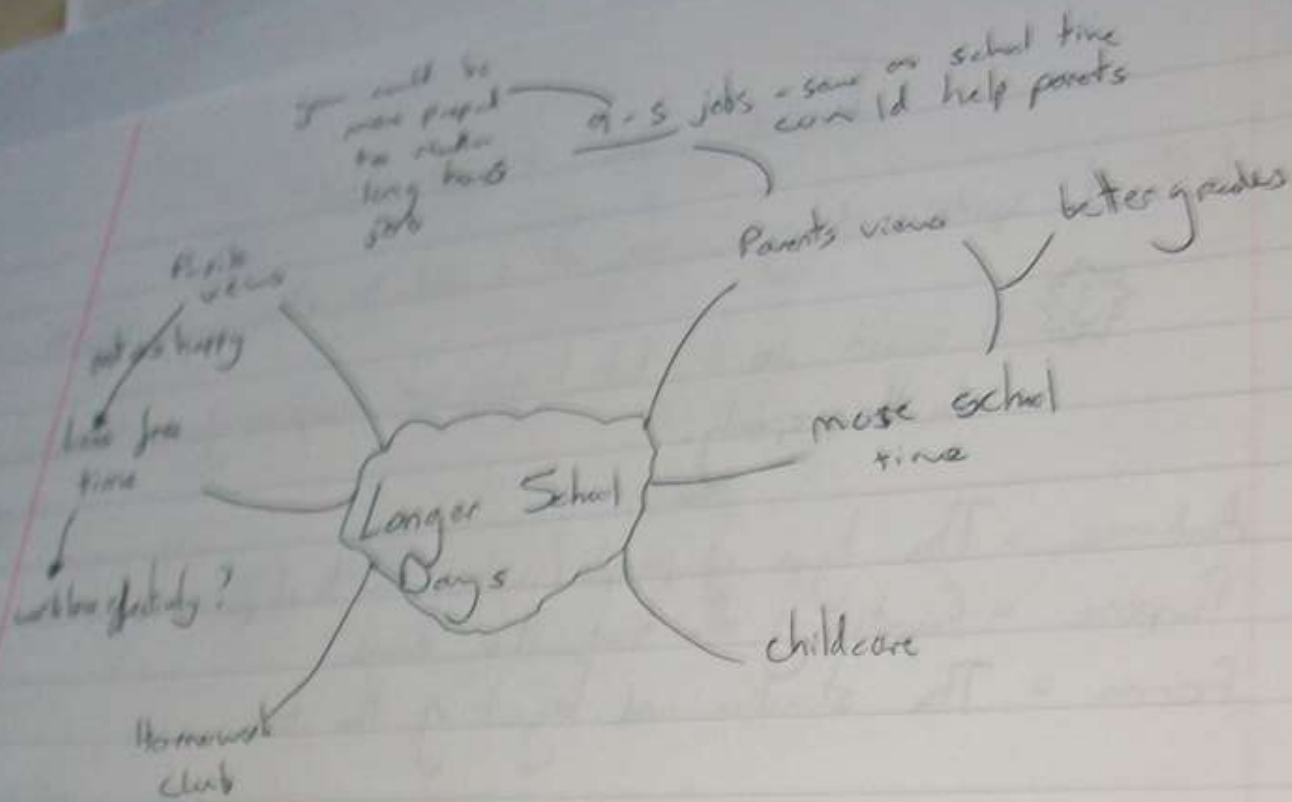
Longer School Day

teachers' views

Homework clubs

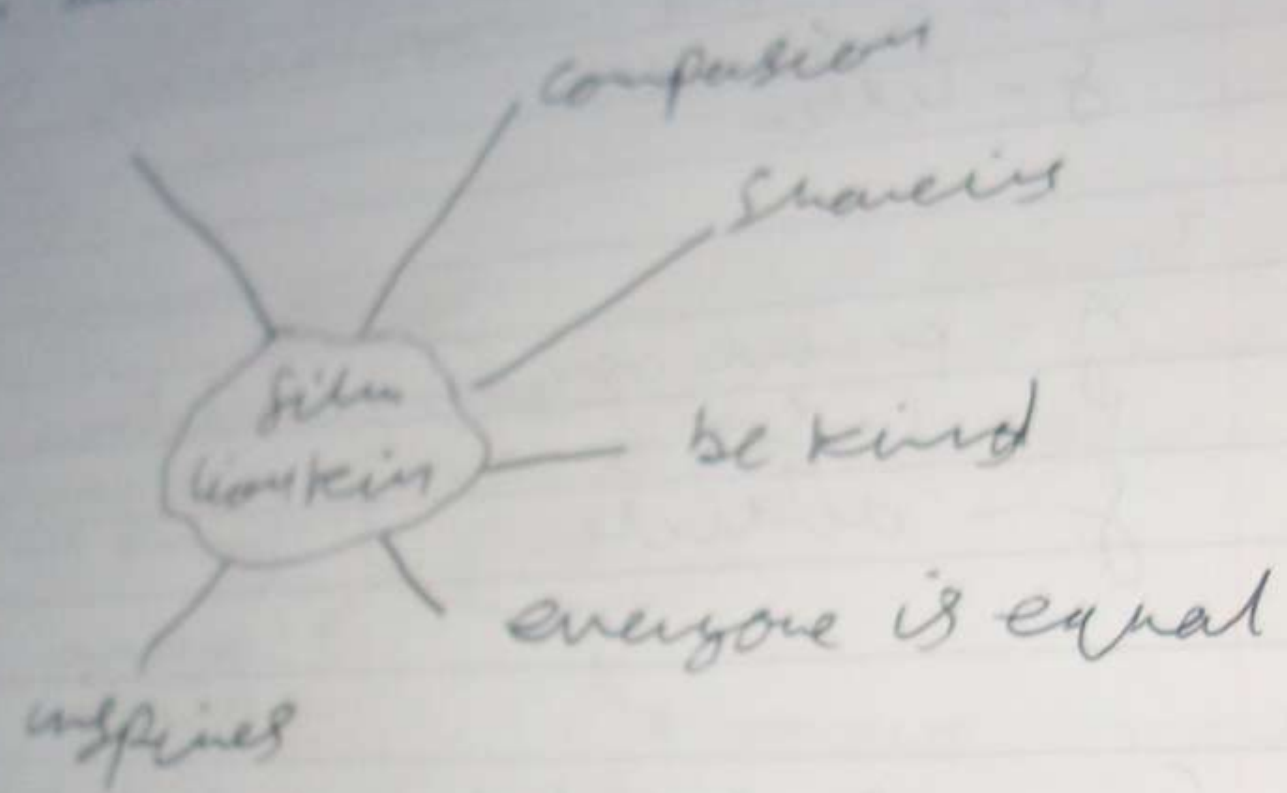
Parents views

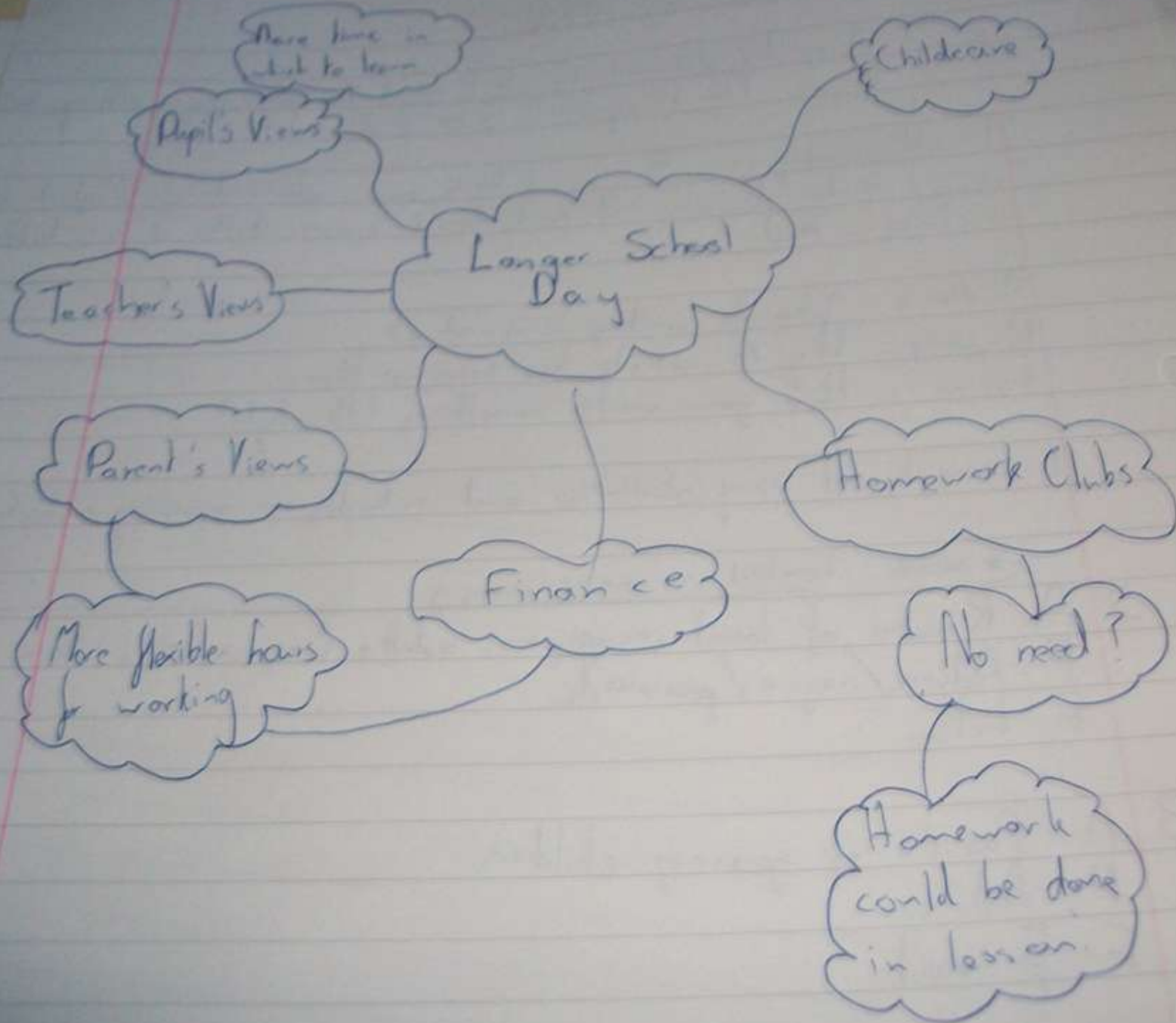
- relieves burden
- more time



ask your parents
ask your friends
ask your teacher

see





- Purposes for ...
- inform
 - change perceptions of the person
 - entertain
 - to make money.

Pupils' views — Timing, too long, etc.

Out of school activities

Childcare

Parents wouldn't have to use as much - cheaper.

Longer School Day

Transport

school could be at (with new)

Parents' views

it would be dark in the winter walking home, etc.

Homework Clubs

Yield Point
helps move
do it

children

would arrive home very late.

Bill

will arrive
home very late

to Party Dumbo

- Entertaining and therefore family friendly.
-

Salini Cr

1. A - children and parents
P - recommend a film and say why
F - Email, post on website.

Finding Nemo

It has an understandable and adventurous storyline
Quite an old film so might not be up to date
with children's attitudes.