

Persuasion by Design

Trace how a proposal builds support among different audiences.

12.T.T.3 "Argumentative Techniques: Evaluate and apply argumentative techniques to enhance text's appeal to audiences or achieve specific purposes."

NAME _____

DATE _____

1 READ AND MARK _____ Read it twice

YOUR JOB Underline the writer's central claim, circle the rhetorical question, and number each place where the writer raises a concern and then answers it. In the margin, name the audience each numbered move is meant to influence.

A Courtyard Worth Using

- ① At noon, the west side of Lincoln High's courtyard becomes a place students cross quickly rather than use. Metal tables grow hot, and the few existing trees shade only a small strip of pavement. The student council proposes six shade sails over the lunch area, funded through the district's facilities budget and a local business partnership. This is not a cosmetic upgrade. It is a practical way to make an outdoor space usable during warm months, when students currently crowd indoors or eat on curbs. A campus built for learning should offer a place where students can sit, talk, and reset safely.
- ② Some residents may ask whether the money should go first to classroom technology or academic programs. Those needs matter, but the proposal draws from facilities funds, not the budget set aside for classroom instruction. The partnership would also reduce the amount the district must spend. More important, the choice is not between comfort and learning. Students who have nowhere shaded to eat, meet, or wait for rides lose access to a part of their own campus. Why preserve an empty courtyard when a modest redesign could turn it into a dependable shared space?
- ③ Board members should approve the pilot before spring purchasing begins. Six sails will not solve every problem on campus, and they will require maintenance, but they can show whether a larger project is worth pursuing. The board can require a public cost report and collect student-use data after one semester. That careful approach respects taxpayers while responding to students' daily experience. Families, staff members, and students can speak during the public-comment period or send brief messages to trustees before the vote. A decision about shade is also a decision about whose comfort and time count in a shared school.

2 ANSWER WITH EVIDENCE _____ Use the passage

1 What is the writer asking board members to do, and which words make that request direct?

2 How does the discussion of facilities funds respond to a likely objection? Which audience is this response most likely meant to persuade?

3 What effect does the rhetorical question about preserving an empty courtyard have on the argument?

4 Why does the final paragraph admit that the sails will require maintenance and will not solve every problem? Explain how the proposed cost report and student-use data strengthen that move.

3 YOUR TURN _____ Your own words

Write a 90 to 110 word message to a school board advocating one campus improvement. Include a clear claim, one concrete supporting detail, one fair concern followed by a response, and a final action request tailored to board members.

PART 1 • READ AND MARK

Underline the writer's central claim, circle the rhetorical question, and number each place where the writer raises a concern and then answers it. In the margin, name the audience each numbered move is meant to influence. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	What is the writer asking board members to do, and which words make that request direct?	The writer asks board members to approve the shade-sail pilot before spring purchasing begins. The words "should approve" state the request directly.
2	How does the discussion of facilities funds respond to a likely objection? Which audience is this response most likely meant to persuade?	It explains that the proposal would not use money set aside for classroom instruction. It is aimed at residents or taxpayers concerned that academic programs could lose funding.
3	What effect does the rhetorical question about preserving an empty courtyard have on the argument?	It pushes readers to compare the unused courtyard with the benefits of redesigning it, making inaction seem less reasonable.
4	Why does the final paragraph admit that the sails will require maintenance and will not solve every problem? Explain how the proposed cost report and student-use data strengthen that move.	The writer appears balanced rather than unrealistic. The cost report and student-use data offer accountability, which can reassure cautious board members and taxpayers.

PART 3 • YOUR TURN (SAMPLE ANSWER)

Board members should fund a water-refill station near the gym before next fall. After practice, students often wait at the single fountain with reusable bottles, while others buy disposable drinks from vending machines. A new station would give athletes, performers, and visiting teams a faster option. Installation will cost money, and the district must protect classroom budgets. However, the board could use maintenance funds and request a public price estimate before approving the project. Please place this item on the September agenda and vote to install one station as a pilot.

Accept equivalent explanations when students accurately connect a technique to its likely audience and purpose. For the open response, accept varied school improvements if the response meets the word count and includes all four required persuasive elements.