

PIGEON PERSUASION WORKSHEET

Read the passage below and circle which strategy is being used for each of the highlighted comments.

Text	For each paragraph, colour the circle to show which strategy is being used.
<p>Do you buy your fresh fruit and vegetables from local farmers? You do - great! You don't - why not?</p> <p>Just like most Australians, I am sure you love your food to be fresh and full of nutrients. That's why you should be buying locally grown food. When fresh food is not grown locally, it is often picked too early and stays in fridges or freezers for a long time. Both of these things can reduce the amount of nutrition in each item.</p>	<p><input type="radio"/> Make it seem normal</p> <p><input type="radio"/> Appeal to emotions</p> <p><input type="radio"/> Give something back</p> <p><input type="radio"/> Opinion of authority</p>
<p>Do you want your family to be happy and healthy? If you buy food directly from farmers, then you can know exactly what is in it and if any chemicals or additives have been used to promote growth. You can make sure you are buying safe, organic food.</p>	<p><input type="radio"/> Make it seem normal</p> <p><input type="radio"/> Appeal to emotions</p> <p><input type="radio"/> Give something back</p> <p><input type="radio"/> Opinion of authority</p>
<p>There are now many businesses appearing all over Australia, supporting food to reach local families directly. It has never been so easy to buy local food. A quick internet search will find you the best service to connect you with local farmers.</p>	<p><input type="radio"/> Make it seem normal</p> <p><input type="radio"/> Appeal to emotions</p> <p><input type="radio"/> Give something back</p> <p><input type="radio"/> Opinion of authority</p>
<p>Not to mention, that if more people use local farmers and the middle man is cut out, we can reduce the cost of transport and storage, therefore reducing the cost of the produce. This would mean more money that you get to keep for yourself.</p>	<p><input type="radio"/> Make it seem normal</p> <p><input type="radio"/> Appeal to emotions</p> <p><input type="radio"/> Give something back</p> <p><input type="radio"/> Opinion of authority</p>
<p>Farmers, nutritionists and environmental experts will all say that buying locally is the best way to go!</p>	<p><input type="radio"/> Make it seem normal</p> <p><input type="radio"/> Appeal to emotions</p> <p><input type="radio"/> Give something back</p> <p><input type="radio"/> Opinion of authority</p>

PIGEON PERSUASION WORKSHEET

Imagine you are trying to convince your teacher to buy new bean bags for the classroom. Come up with an argument using each strategy. Don't forget to keep in mind the things your teacher values and cares about.

Strategy	Your statement/argument
Make it seem normal.	
Appeal to emotions.	
Give something back.	
Opinion of authority.	
Get them to say yes.	

PIGEON PERSUASION WORKSHEET – ANSWERS

Read the passage below and circle which strategy is being used for each of the highlighted comments.

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<p>Do you buy your fresh fruit and vegetables from local farmers? You do - great! You don't - why not?</p> <p>Just like most Australians, I am sure you love your food to be fresh and full of nutrients. That's why you should be buying locally grown food. When fresh food is not grown locally, it is often picked too early and stays in fridges or freezers for a long time. Both of these things can reduce the amount of nutrition in each item.</p>	<p><input checked="" type="radio"/> Make it seem normal <input type="radio"/> Appeal to emotions <input type="radio"/> Give something back <input type="radio"/> Opinion of authority</p>
<p>Do you want your family to be happy and healthy? If you buy food directly from farmers, then you can know exactly what is in it and if any chemicals or additives have been used to promote growth. You can make sure you are buying safe, organic food.</p>	<p><input type="radio"/> Make it seem normal <input checked="" type="radio"/> Appeal to emotions <input type="radio"/> Give something back <input type="radio"/> Opinion of authority</p>
<p>There are now many businesses appearing all over Australia, supporting food to reach local families directly. It has never been so easy to buy local food. A quick internet search will find you the best service to connect you with local farmers.</p>	<p><input checked="" type="radio"/> Make it seem normal <input type="radio"/> Appeal to emotions <input type="radio"/> Give something back <input type="radio"/> Opinion of authority</p>
<p>Not to mention, that if more people use local farmers and the middle man is cut out, we can reduce the cost of transport and storage, therefore reducing the cost of the produce. This would mean more money that you get to keep for yourself.</p>	<p><input type="radio"/> Make it seem normal <input type="radio"/> Appeal to emotions <input checked="" type="radio"/> Give something back <input type="radio"/> Opinion of authority</p>
<p>Farmers, nutritionists and environmental experts will all say that buying locally is the best way to go!</p>	<p><input type="radio"/> Make it seem normal <input type="radio"/> Appeal to emotions <input type="radio"/> Give something back <input checked="" type="radio"/> Opinion of authority</p>