



Type of text: persuasive.

Form: advice column in a parenting feature – weekend edition of a major newspaper.

Purpose and audience: to persuade parents to adopt a simpler, less competitive lifestyle for their children; middle-class, aspirational parents.

Perspective	Structure	Voice	Content
Concerned child psychologist cautioning parents about childhood stress.	<p>Begin with an overheard conversation between a group of parents bragging about their children's numerous weekend commitments to extracurricular activities.</p> <p>Suggest such behaviour can be 'narcissistic parenting', whereby some parents compete with each other through their children's achievements.</p> <p>Continue with research and case studies about childhood stress and its long-term impacts.</p> <p>Call for a return to a simpler vision of childhood, with time for children's relaxation.</p>	<p>Use rhetorical language features such as expert opinions, facts and statistics, anecdote.</p> <p>Adopt a formal register and a gently authoritative tone.</p> <p>Use a problem-and-solution rhetorical structure (see page 77).</p> <p>Include a call to action.</p>	<p>Begin with a familiar, relatable situation of parents talking in a school car park.</p> <p>Define narcissistic parenting and its causes.</p> <p>Incorporate research into childhood stress and its effects.</p> <p>Use case studies to humanise the issue.</p>

ACTIVITY

Plan a response

Plan your own text for this task. It can be any form of imaginative, interpretive or persuasive text.

- 1 First, brainstorm a range of additional ideas that might be explored from the prompt. Choose one idea to explore.
- 2 Next, choose an audience you want to target. Brainstorm some ideas around your audience, considering their context, interests, likely values related to your idea and so on.
- 3 Think of your purpose in targeting this group. What do you want to convey to this audience? How do you want them to respond?
- 4 Identify a form that seems appropriate for achieving your purpose.
- 5 Draw up and complete a table like the one below, considering some of the textual features and content you might incorporate to achieve your purpose and reach your target audience.

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