

SECTION C – ARGUMENT AND PERSUASIVE LANGUAGE**Instructions for Section C**

Section C requires students to write an analysis of the ways in which argument and language are used to persuade others to share a point(s) of view.

Read the background information on this page and the material on pages 12 and 13, and write an analytical response to the task below.

For the purposes of this task, the term 'language' refers to written, spoken and visual language.

Your response will be assessed according to the assessment criteria set out on page 14 of this booklet.

Section C will be worth one-third of the total marks for the examination.

Task

Write an analysis of the ways in which argument and written and visual language are used in the material on pages 12 and 13 to try to persuade others to share the points of view presented.

Background information

The Avonlea Council has recently launched a new digital community hub designed to facilitate community consultation. Members of the public are encouraged to express their views and respond to announcements posted on the hub.

On 7 February 2020, the mayor, Councillor Deva Patel, published a post on the hub. Later that day, local resident Simon Waterford published a comment in response to the mayor's post.

AVONLEA COMMUNITY HUB

⊗⊗⊗⊗⊗ *“Growing together in Avonlea”* ⊗⊗⊗⊗⊗

Avonlea Community Hub

Growing Together in Avonlea

Hello!

Welcome to the Avonlea Community Hub. The purpose of this hub is to promote community engagement and support social connection for all the residents of Avonlea.

We want to hear from you.

[About Avonlea](#)

[Council Information](#)

[Opening Hours](#)

[Contact Us](#)

[Blog:](#)

[Recent Posts: Some Words from the Mayor](#)

SOME WORDS FROM THE MAYOR (COUNCILLOR DEVA PATEL)

Today I want to address the very vexing issue of domestic cat management in Avonlea. As many of you will be aware, the Council has been engaged in extensive community consultation over the past month. We have encouraged everyone to have their say.

Some of you are still asking just why cats are a problem in our shire. I'd like to say, at the very outset, that the problem is not with cats per se. I'm a "cat lover" myself and am very happy to be owned by two adorable Siamese. I see it as part of my responsibility to ensure that my cats receive the best of care, and, just as importantly, do no harm to the many wonderful forms of birdlife and native fauna that make Avonlea so very special. Unfortunately, not everyone else is doing the same.

Every week the Council receives complaints about the nuisance posed by cats allowed to roam at will. Cats spraying on people's front doors, fighting in the street, and defecating on front lawns do nothing to endear themselves to anybody. Perhaps you see these as relatively trivial issues, but can the same be said of the cat's natural hunting inclinations? Please do not imagine that it is only feral cats that are the problem. It is estimated that every year, across Australia, domestic cats are responsible for the deaths of some 230 million native Australian birds, reptiles and mammals. Do you really want Avonlea to be part of that statistic? Domestic cats fitted with tracking devices have been found to wander up to three kilometres from their homes. That's a lot of distance travelled and a lot of harm potentially done.



It is in recognition of these alarming figures that the Council is calling for the introduction of a 24-hour curfew (except where cats are in a carry box or on a leash). We are calling on the responsible cat-owners of Avonlea to keep their cats inside, or in secure pet runs outside. This measure, which won favour with some 73% of residents polled, has broad-based community support. And not only is it better for native species, it's better for the cats too. If you keep your cats indoors, as I do mine, they lead longer and healthier lives. Well-tended cats need not be exposed to the risk of getting in fights and contracting infectious diseases such as feline AIDS through contact with other cats.

Successful cat control, like any successful initiative, requires community cooperation and clear frameworks that spell out consequences. Since infringements of bylaws are still occurring, penalties will be introduced for owners whose cats break the rules. We are still working through the details of just what these will be.

Rest assured, however, your Council is committed to delivering the best possible outcome for all concerned. We want people to enjoy both their pet companions and our diverse and wonderful wildlife. It is quite simple, really: all we need to do is keep our pet cats contained.

HAVE YOUR SAY

Comments:

Councillor Patel,

It is with a heavy heart that I say I do not find myself in the slightest degree reassured by the Council's professed concern for "the best possible outcome". Nor do I regard the proposed cat curfew as a "simple" matter.

Like any responsible cat-owner, I have no issue with keeping my cat inside at night. A 24-hour curfew, however, is both preposterous and unnecessary. Cats are primarily nocturnal. Hence, an 8 pm to 7 am curfew would be quite sufficient. As for the suggestion that the answer lies in secure pet runs, think again. How many of the ratepayers of Avonlea, already burdened by ever-rising rates and taxes, have hundreds of dollars to spare on enclosures and fencing to keep their pets confined 24/7? Very few, Councillor, very few. And what will this do to our cats' welfare? Turn them into the miserable specimens shown in the photo you've included?

You are asking for our support, Councillor, but just what is your proposal? It's rather late in the day to still be "working through the details". We can hardly be expected to give our support to measures when we don't know, with any accuracy, what they are.

You must forgive me, too, if I am not swayed by your claims to be acting from the purest and loftiest environmental motives. We have heard this sort of thing from the Council before. You may talk about the protection of native wildlife, but isn't there a kickback in this for you? Any money raised from fines will end up in your well-lined pockets, after all.

I think you are premature in saying that there is "broad-based community support" for what is, frankly, a vague and ill-considered proposal. Count me out, Councillor, but do give my regards to your two adorable Siamese.

Yours,

Simon Waterford

END OF SECTION C