

# Return to 1616 Positive Persuasion



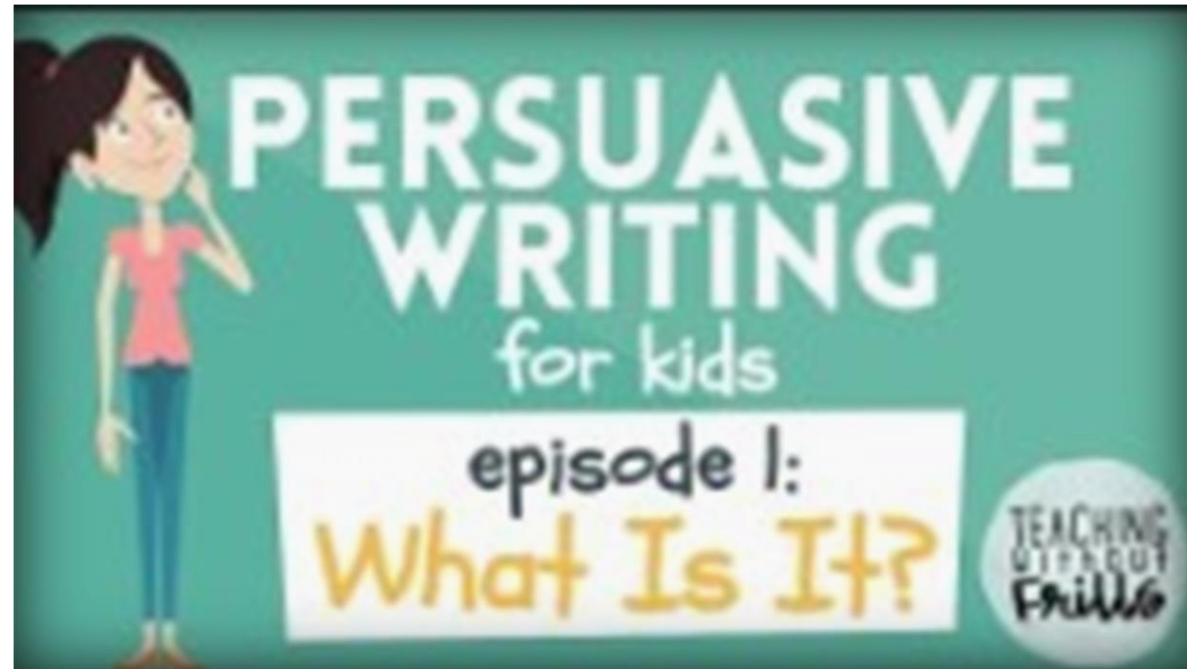
The *Return to 1616* Project has facilitated the reintroduction of many species of animals to Dirk Hartog Island's ecosystem. Choose one of the animals and research their importance and the threats they face. Using your research, consider actions that will help to ensure the survival of the species.

**Challenge:** Prepare a persuasive text to encourage others to support and implement positive actions to protect your animal.

This activity is intended to encourage a positive and respectful approach to protecting Australia's threatened animals. Explore persuasive writing and learn how it is different to whining and complaining. For example, <https://www.youtube.com/watch?v=hD9arWXIddM>

## Guiding Questions

1. What are the key actions that will help your animal to survive?
2. What would you like to achieve through persuasive text?
3. Who will be your target audience?
4. How will you present your persuasive text for positive impact (poster, newspaper article, letter, etc.)?



Attention	Interest	Desire	Action
Summary of problem	Facts, figures	Reduce resistance	Describe specific request
Unexpected statement	Expert opinions	Anticipate objections	Sound confident
Reader benefit	Examples	Offer counterarguments	Make action easy to take
Compliment	Specific details	Use <i>What if?</i> scenarios	Offer incentive or gift
Related facts	Direct benefits	Demonstrate competence	Don't provide excuses
Stimulating question	Indirect benefits	Show value of proposal	Repeat main benefits