

O'level Foundation Set 10

The Write Tribe

DISCURSIVE

Discursive Essay Format		
Introduction	- Define and review topic in general - There is no need to state a stand for discursive	PURPOSE - To give a direction to the reader on what we would be discussing about / describe current situation / climate of topic and the perspectives we would be exploring. This creates a sense of direction for them on what to look out for.
Point 1	- PEEL (body paragraph - FOR)	**Point** - Summarise what this paragraph would be about **Evidence** - Use evidences to support your argument **Explain** - Explain exactly *how* your evidence supports argument **Link** - Link the point you just made to your essay topic
Point 2	- PEEL (body paragraph - FOR)	
Point 3	- PEEL (body paragraph - AGAINST)	
Point 4	- PEEL (body paragraph - AGAINST)	
Conclusion	- Summarise key points from FOR / AGAINST arguments - State where you stand - You can be FOR / AGAINST / BOTH / SUGGEST A MIDDLE WAY	- Reiterate key points and help your audience remember the highlights of both sides of the argument - DO NOT include any new points

LIVEWORKSHEETS

"FOR'

Social media has made teenagers more materialistic. Discuss

1. Teenagers are more vulnerable to advertisers

Teenagers more are impulsive than adults

An adult and teen's brain is different. Adults think with the prefrontal cortex. Prefrontal cortex is the decision-making part of the brain, responsible for one's ability to plan and think about the consequences of actions, solve problems and control impulses. This is only fully developed roughly at the age of 25. Whereas teenagers think more with the amgydala. The amygdala is associated with emotions, impulses, aggression and instinctive behaviour. Because the prefrontal cortex is still developing, teenagers might rely on a part of the brain called the **amygdala** to make decisions and solve problems more than adults do. This makes teens more vulnerable to advertisers as they are not able to make decisions as well as adults.

Observational learning and Social Media

As a young adult, observational learning plays a part in development through observing and then doing. A child sees another child playing a game in a certain way and having success, so the observing child tries the same behavior. Albert Bandura was a leading researcher in this area. His famous bobo doll studies found that the young child is greatly influenced by observing other's actions. When a child sees something that catches his attention, he retains the information, attempts to reproduce it, and then feels motivated to continue the behavior if it is met with success.

Social media opens the windows to the lifestyles of other teens. This creates a strong urge to buy the same products their friends have.

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2. Marketing using influencers on impressionable teenagers

Social Media Platforms

Social media platforms are designed for connecting with friends. Influencers use this to 'make friends' with their followers and sell their products to them.

Take Kylie Jenner. She launched Kylie Cosmetics, her multi-million pound firm, following her success as a reality TV persona. To link her appeal to her product, she sends a thank-you note in her own handwriting alongside every Kylie Cosmetics purchase. It makes the buyer feel as though they've received something personal from a celebrity they admire.

Impressionable Teen Brains

Another reason adolescence can be a vulnerable time is that the teenage brain is highly impressionable and excitable because it has so many synapses, and synapses grow by being excited and turned on. They get easily influenced by people around them. This is dangerous when an 'influencer' mimics a friend and promotes products. This makes teens more materialistic because they want to be just like the people they admire.

LIVEWORKSHEETS

'AGAINST'

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1. Using social media for positive causes

Social media influence is not all bad. Some teens use it to bring awareness for good causes!

Fighting corruption: 250 young people met at the third Global Youth Anti-Corruption Forum last year to talk about how their use of social media can play a significant role in the global fight against corruption. Around the world, youth are using social media to monitor the effectiveness of public service. In countries such as Paraguay and Brazil, they are using Facebook and Twitter to make official data available publicly to inform and mobilize their peers.

Fighting gender stereotypes: McKenna Pope, a 13--year-old girl from New Jersey in the United States, launched an online petition urging the CEO of toy-maker Hasbro to feature boys on the package of the Easy-Bake Oven. Pope was inspired to launch the petition when she found her 4-year-old brother trying to warm tortillas on top of his lamp. Pope wanted to get an Easy-Bake Oven for him as a Christmas gift, but the toy oven's packaging only featured girls.
"I want my brother to know that it's not 'wrong' for him to want to be a chef," Pope wrote in her petition. In less than a month, the petition received 45,000 signatures prompting Hasbro to make a gender neutral Easy Bake Oven.



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2. Finding support groups

Years ago, if teens were interested in a quirky subject or were grappling with who they were as a person, they often felt marginalized and alone. Today, teens can connect with others that share similar interests, desires, and concerns. This connection helps them feel validated and secure in who they are.

Another way teens are finding support is through online communities. For instance, kids struggling with issues like drug addiction and eating disorders now can find help and support online without ever having to leave their homes. This is especially helpful for teens in small communities or rural areas where resources may be limited.

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Teens experiencing suicide ideation can even get immediate access to quality online support. One example of online support occurred when a Reddit Minecraft community talked a teen out of suicide. Aside from posting positive comments and messages, more than 50 of the users used voice conferencing to persuade the teen not to go through with it. This is a perfect example of how social media and technology can benefit teens today.

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