

## Write a paragraph about a persuasive images or cartoons

Now you've thought about the persuasive features of an image and some words to help you analyse it, it's time to practise writing an analytical paragraph. Here's an example:

*The cartoon shows us that climate change is a catastrophe. At the centre of the image, is a hurt and angry koala which illustrates the terrible impact and consequences of climate change. In the background, are dead trees and dried up ground that depict what will happen to our world if we don't do anything about climate change. Next to the image of the koala is a speech bubble that says "Only you can prevent climate change", emphasising to the viewer that it's people who need to take action.*

Let's look at how each sentence in this paragraph works:

### Write about the contention.

To write about the contention, first label the type of image and then summarise its viewpoint.

Image type	Contention
The cartoon	<i>shows us that climate change is a catastrophe.</i>

Here are some more words and phrases you can use:

Image type	Contention
<i>The image</i>	<i>shows us that...</i>
<i>The picture</i>	<i>illustrates how...</i>
<i>The cartoon</i>	<i>presents...</i>
<i>The photograph</i>	<i>depicts...</i>
	<i>creates a picture of...</i>

**Now it's your turn. Write a sentence analysing the contention.**

## Describe and analyse how the focal point is persuasive:

To describe and analyse the focal point of an image, first introduce and describe the focus then add analysis:

Focal point phrase	Add some detail
<i>At the centre of the image is a hurt and angry koala</i>	<i>which illustrates the impact and consequences of climate change.</i>

Here are some more words and phrases you can use:

Focal point phrase	Analysis
<i>At the centre of the image is...</i>	<i>which causes the view to feel...</i>
<i>The central focus of the cartoon is...</i>	<i>which shows...</i>
<i>The reader's attention is immediately drawn to...</i>	<i>which depicts</i>
	<i>which illustrates...</i>
	<i>because...</i>

Now it's your turn. Write a sentence analysing the focal point.

## Describe and analyse how the details are persuasive:

To describe and analyse how the details are persuasive, first introduce the detail and then add analysis:

Detail	Analysis
<i>In the background, are dead trees and dried up ground</i>	<i>that depict what will happen to our world if we don't do anything about climate change</i>

If there are enough details in an image or cartoon, write two sentences analysing different details.

Here are some more words and phrases you can use:

Detail	Analysis
<i>Surrounding the central image of...are.</i>	<i>emphasising...</i>
<i>In the background are...</i>	<i>, demonstrating...</i>
<i>Next to...</i>	<i>which further shows to the viewer...</i>
<i>The cartoonist adds to the central image...</i>	<i>which leads the viewer to feel...</i>
<i>After looking at the central image, the viewer then sees...</i>	<i>that demonstrate...</i>
<i>Furthermore, the image...</i>	

Now it's your turn. Write two sentences analysing the details.