



Name: _____

In the box below, write the challenge that you have chosen as the most important issue that needs to be solved in the world right now.

EXAMPLE

People are using too many plastic bags so we need another material to use.

What type of issue is this?

- ☐ Health
☒ Sustainability
☐ Technology

YOUR CHALLENGE

What type of issue is this?

- ☐ Health
☐ Sustainability
☐ Technology



There are lots of different ways to excite and gain the interest of others in your writing. The aim of this task is to use your chosen challenge to create an eye-catching **Challenge Statement** that will encourage scientists to make change in the world.

So how can we do this?

Below are three examples of ways in which you can engage a reader in what you are thinking and feeling, this is known as *persuasive* writing.

Writing tool	Explanation	Example
Adjectives	Describing words.	Plastic bags can be colourful but they are not beautiful .
Alliteration	Alliteration is when words start with the same sound.	I prefer pretty plastic that can be re-used.
Anecdotes	An anecdote is a short story about a real person or event.	I once saw a turtle trapped in a plastic bag in the sea .
Simile	A simile describes something by comparing it to something else, using like or as.	Plastic bags are like rain clouds you cannot get rid of.
Metaphors	A metaphor is a word, or a phrase, used to describe something as if it were something else.	Plastic bags are dynamite ready to destroy the planet.

Have a go at writing your challenge as a **CHALLENGE STATEMENT** using one (or more) of the tools above.
Remember practise makes perfect, so try some different ways to write your statement.

EXAMPLE

I challenge scientists to....
create a **beautiful** material that is **colourful** and can be broken down **naturally** in the environment which can be used instead of plastic bags, as **I once saw a hedgehog trapped in a bag and it made me really sad.**

Attempt 1

YOUR CHALLENGE STATEMENT

I challenge scientists to....

Attempt 2

YOUR CHALLENGE STATEMENT

I challenge scientists to....

Attempt 3

YOUR CHALLENGE STATEMENT

I challenge scientists to....

Extension Task:

Can you write a **Challenge Statement** that includes all five persuasive writing tools?

What tools did you use?

- ☒ Adjectives
- ☐ Alliteration
- ☒ Anecdote
- ☐ Simile
- ☐ Metaphor

What tools did you use?

- ☐ Adjectives
- ☐ Alliteration
- ☐ Anecdote
- ☐ Simile
- ☐ Metaphor

What tools did you use?

- ☐ Adjectives
- ☐ Alliteration
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What tools did you use?

- ☐ Adjectives
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- ☐ Metaphor