

A dark, modern office interior. In the center, there is a desk with a computer monitor and a black office chair. To the right, a large window offers a view of a city skyline. The background features a wall of dark wood paneling with built-in shelves holding various items like books and plants. The overall atmosphere is professional and sophisticated.

*Welcome to*

**FW°** MASTERCLASS

Persuasive writing exercises handout

# Finding the emotional entry point exercise



You will be given ten minutes to:

- Choose just one of the available pieces of website content.
- Define and describe the intended audience.
- Identify possible emotional entry points to engage this audience in writing, *in context*.

# Exercise

1. **Finish Dishwasher Solutions**  
List of dishwasher benefits.  
[www.finishinfo.com.au/dishwasher-benefits/](http://www.finishinfo.com.au/dishwasher-benefits/)
2. **Health Practitioners Regulation Authority**  
Cosmetic surgery hub.  
[www.ahpra.gov.au/Resources/Cosmetic-surgery-hub.aspx](http://www.ahpra.gov.au/Resources/Cosmetic-surgery-hub.aspx)
3. **Australian Flying Disc Association**  
National Championship volunteer sign up.  
<https://afda.com/volunteer-with-team-australia>
4. **Victorian Zero Emissions Vehicle Subsidy**  
Eligibility criteria.  
[www.solar.vic.gov.au/zero-emissions-vehicle-subsidy#about-the-program](http://www.solar.vic.gov.au/zero-emissions-vehicle-subsidy#about-the-program)

# What is wrong with this media release? exercise

Please read this media release in 30 seconds and provide identify improvements.

[https://womenshealthvic.com.au/resources/WHV\\_Publications/Media-Release\\_2023.05.12\\_Federal-budget-sets-the-scene-for-stronger-womens-health-outcomes-with-further-funding\\_commitments\\_anticipated\\_\(Fulltext-PDF\).pdf.pdf](https://womenshealthvic.com.au/resources/WHV_Publications/Media-Release_2023.05.12_Federal-budget-sets-the-scene-for-stronger-womens-health-outcomes-with-further-funding_commitments_anticipated_(Fulltext-PDF).pdf.pdf)

# The draft opinion piece

Yesterday, yahoo.com published a story reporting on criticism of recommendations by the Respectful Relationships program that Victorian public schools should stop teaching fairy tales that promote gender stereotypes.

There is also criticism of the recommendations because they detail advice to teachers, in the form of a teacher's aide, about how to create welcoming and inclusive classroom spaces that do not also promote gender stereotypes through the use of toys in play based learning.

This position of those criticising the Respectful Relationship programs' recommendations is not based on the evidence and fails to properly understand the detail of what recommendations have actually been made.

While many children enjoy hearing the stories of the Brothers Grimm and other fairy tales made popular by the likes of Disney Corporation, those stories can have unintended consequences, specifically the furthered entrenchment of gendered norms and stereotypes.

There is danger in identifying minor elements for criticism, when actually they are part of a more significant set of recommendations and a broader context.

Going first to the broader context, there have been a number of overly-sensational media reports about the supposed banning of fairy tales, nursery rhymes and other children's texts, which are still taught in schools today.

The issue at hand is not whether these texts are harmful but that they employ outdated language that may no longer be appropriate in these modern times.

In the same vein, a range of toys, it is suggested, should be provided to children to play with, rather than teacher's making gendered assumptions about what toy one child may wish to, or not wish to employ in their learning.

The arguably hysterical media reporting on this question is evidence of a broader campaign by some, to demonise efforts to bring old-fashioned texts up to date, foster cooperative and equal learning and toy sharing by children and create school curriculums that reflect the times in which they are being taught.

## What would you change? And why?

# A possible re-drafting

Australians woke to news of the brutal murder of Little Red Riding Hood in schools today. After 2000 odd years of storytelling, the Victorian government has finally achieved what the wolf never could: The girl in the crimson coat is no more. And she's not the only one.

All fairytales promoting gender stereotypes are at risk. Apparently — according to some [media reports](#) today — the Victorian government will be doing away with fairy tales *and* toys that reinforce gender stereotypes. Ignoring the red-faced tears of little people ripped apart from their beloved stuffed animals, the state government will remain steely and resolute.

Is nothing sacred? Well, as it turns out, yes. Because reporting on the imminent demise of fairy tales, tea parties and toy trucks are wildly overblown.

All this hysteria is likely not what the Andrews government had planned when it announced a new teaching aid for early childhood educators, designed to help them tackle gender stereotypes in the classroom.

In that document there is no suggestion boys should be banned from playing army or that little girls be disciplined for rolling along a toy vacuum cleaner. It simply support teachers, to support their students. It's purpose is making sure a girl who *does* want to play trucks isn't made to feel like they're not for her

When you're five-years-old, your classroom teacher is like an all-knowing, much loved wizard. What that teacher says and how they say it, can be enormously impactful. Reminding teachers to be mindful of stereotyping is simply part of making children feel safe and supported to explore a variety of interests.

As for the fairy tales, you'll be relieved to learn that *Little Red Riding Hood* isn't actually dead. Daniel Andrews hasn't come for her this time around. But please, by all means, keep an eye on him.

What's actually changing is that children in the upper levels of primary school are going to be taught to read and view critically. Specifically, fairytales will be one of the tools teachers can use to teach kids how to analyse a story — rather than just take it on face value.

Text and media literacy will be fundamentally important to our children's futures. Being able to separate news from opinion and question the source or intention of an author, is a useful and necessary skill.

In the era of artificial intelligence, the sidelining of experts and #fakenews, why is it so worrying that children learn to be engaged, analytical and critical readers? Surely, we should be more worried, if they don't.