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**Course: Post Graduate Diploma in Education-English-
2005/2006**

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Curriculum Study Title: Teaching the Art of Rhetoric: Using Situation-Specific/Audience-Centred instruction and graphic organisers to enhance the persuasive writing of a Form Four group of students.

ABSTRACT

Persuasive writing has become one of those skills that have proven to be challenging to transfer to students. The reason for this lies in the fact that too many teachers have relied upon traditional pedagogy to teach this skill to technologically advanced teens that need to be taught through more contemporary methods. The purpose of this study therefore was to investigate if a combined approach of situation-specific/audience-centred instruction together with the use of graphic organisers would garner the interest of the students and thereby enhance the quality of writing in this area. ✓

A mixture of quantitative and qualitative methods was implemented to assist in the investigative process of this intervention, including journals, graphic organisers, and analytical rubrics. Consequently, the results reflected an improvement in the overall quality of persuasive writing especially in the areas of audience accommodation and the application of rhetorical devices. Moreover, the intervention was instrumental in enabling the students to construct more compelling and coherent arguments. The results of the study also proved that teachers need to match the materials and methods used in the classroom with the times and interests of their students if learning and good results are desired. ✓