Writing 3: Evaluating text **Text type: Exposition**

Name: **Class:**

Teacher:

This text appeared in the Letters to the Editor section of a local newspaper. It is a response to an editorial published in a previous edition of the newspaper claiming that no-one reads printed books anymore.

Is the book dead?

As the long-time owner of a successful second-hand bookstore, I disagree with the opinion of the editor of the *Weekly Herald* that 'the book is dead'.

Firstly, what is the writer's evidence that readers prefer electronic versions over printed ones? Everyday I hear my customers talk about the look, feel and smell of a 'real' book. They love the idea that someone else has owned the book they're buying. It has a rich history, which no electronic device can compete with.

Secondly, it appears many publishers and online bookstores are persuading consumers to download their publications because they offer a greater range at cheaper prices. That may be true. However, my sales generally increase when a classic text is launched online. This means my customers are discovering what they like online before purchasing the real thing.

In the end, readers simply enjoy reading. Why can't the debate be about printed and electronic books living together happily ever after?

**Jeremy Joyce, Owner, Black Ink Sellers,
Richmond, Melbourne.**

Tasks

Answer the questions to complete an extended personal response to this text.

Jeremy Joyce, the owner of Black Ink Sellers, wants feedback on his letter to the editor of the *Weekly Herald*. Complete this survey.

Glossary

evaluative language: Language that contains a positive or negative value judgement about something. For example: His **unruly** behaviour let down the whole team.

Survey

1 Did the title grab your attention? Tick one box.

Absolutely   Very much so   Kind of   Not really   Definitely not

2 Would you want to find out Jeremy's opinion, knowing that he owns a second-hand bookstore?

Absolutely   Very much so   Kind of   Not really   Definitely not

3 Do you think the text would appeal to an audience who regularly read newspapers? Tick one box.

Absolutely   Very much so   Kind of   Not really   Definitely not

4 Which sentence from the text is the most likely to persuade readers to agree with Jeremy Joyce's opinion? Rate them in order from 1 to 4 (1 = most persuasive, 2 = somewhat persuasive, 3 = not very persuasive, 4 = least persuasive).

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5 Explain why you chose your number 1 in question 4.

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6 Give some feedback to Jeremy Joyce on his letter. How persuasive did you find it? Did you find his letter not very persuasive at all? Explain why or why not.

7 Think about how evaluative language, such as 'love the idea' and 'rich history', is used in this letter. Explain how evaluative language helped Jeremy Joyce to express his personal opinion.

8 Write three paragraphs that summarise your feedback to Jeremy Joyce. Use your answers to questions 1 to 7 to write the paragraphs.

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Teacher comments