

ENGLISH



WITH MRS BRIGHTWELL



**WHO GAVE ONE WEE PING THIS
MUCH POWER?**



MOTIFS IN PERSUASIVE & BROADLY DISCURSIVE WRITING



ONE SOUND 🛎️ **A WHOLE ARGUMENT** ⚡



THE SEQUEL

The motif is back...

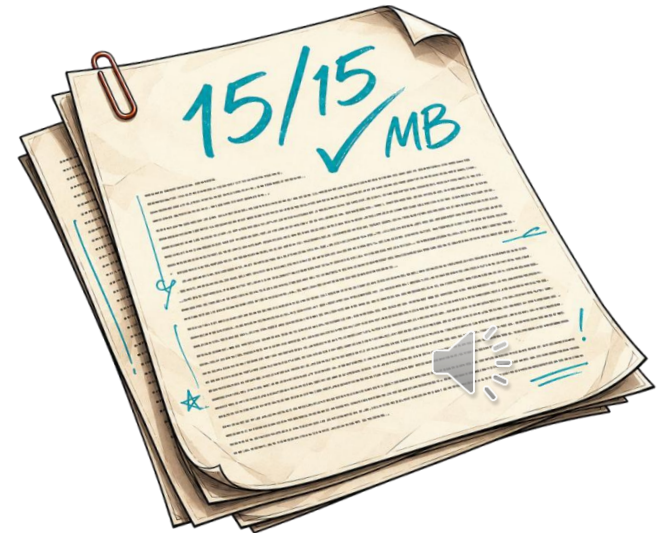
This time, it has opinions.



LEARNING INTENTIONS

By the end, you will...

- ✓ Use a motif to hold an argument together.
- ✓ Develop its meaning across an essay.
- ✓ Adapt it for persuasive or discursive writing.





ENJOYING THE SEQUEL?

TAP SUBSCRIBE

LIKE. SUBSCRIBE. SAVE YOUR FOLIO.

@EnglishwithMrsBrightwell





WHAT THE WORD?!



One weird word before the real work...

? **WHAT DOES “CACOPHONY” MEAN** ?

Is it:

- A. A wildly overpriced coffee.
- B. A harsh mixture of  sounds.
- C. A fear of phone calls.
- D. Your class when the teacher leaves the room.

Make your choice. No *Googling*. All will be  revealed later.

BROADLY DISCURSIVE WRITING

PERSUASIVE WRITING

- One clear viewpoint.
- Convince the reader.

ARGUMENTATIVE WRITING

- Two or more viewpoints.
- Develop a reasoned argument.



N5 NOTE: You may also encounter reports and transactional or informative writing.

THE IMPORTANT DIFFERENCE

- In creative writing, a motif can reveal character or emotion.
- In broadly discursive writing, it can frame, connect and develop ideas.

CREATIVE MOTIFS REVEAL.

DISCURSIVE MOTIFS ARGUE.



WHAT A MOTIF CAN DO

YOUR MOTIF HAS A JOB

A motif can:

- ✓ Create an engaging opening.
- ✓ Link different arguments.
- ✓ Introduce a counterargument.
- ✓ Change tone.
- ✓ Return powerfully in the conclusion.



THE CENTRAL DEBATE SHOULD SOCIAL MEDIA BE BANNED FOR UNDER-16s?



ONE DEBATE. ONE RECURRING SOUND.



WHAT NOT TO DO

YOUR MOTIF ISN'T WALLPAPER

Show repeating

- Ping.
 - Ping.
 - Ping. Sooner or later it will be dangerous.
- 



PLAN THE JOURNEY

WHAT WILL THE PING MEAN?

A simple progression:

- Connection
- Interruption
- Pressure
- Warning
- Control



OPENING: CONNECTION

Ping. Somewhere, a friend has remembered you. A photograph arrives; a private joke crosses the miles; three quiet words — are you okay? — soften a difficult evening. For young people, social media can be a meeting place, a lifeline, even a refuge. Any argument for banning it must begin with that truth. Yet connection should not require children to surrender their sleep, concentration and privacy to companies that profit from every second of their attention. The case for a ban is not an attack on young people's friendships; it is a refusal to let those friendships be engineered for profit. The real question is not whether social media connects young people, but when connection becomes control.

PING: CONNECTION BECOMES INTERRUPTION

Ping. The sentence on the page is abandoned halfway through. **Ping**. A conversation pauses; eye contact breaks; the person sitting beside us is quietly replaced by someone who is not even in the room. This is no accidental distraction. Each alert is a small electronic tug on the sleeve, designed to pull young minds back towards the screen. What promised connection now repeatedly fractures concentration.



PING: PRESSURE, DELIVERED

Another like arrives. Ping. Another streak survives.

Another polished life appears, carrying proof that somebody else is happier and somehow enjoying a far superior Tuesday. The sound no longer offers friendship. It issues orders: *keep up. Look better. Reply now.* Approval comes numbered, comparison has no closing time, and silence risks exclusion. For a young person still learning who they are, belonging becomes a performance measured in hearts and views. When connection turns self-worth into a public score, the companies behind the screen gain far too much power over children still learning how to value themselves. 🔊

WARNING: THE *PING* BECOMES AN ALARM

Ping. The sound that once announced friendship *now resembles an alarm*. It warns that a generation's attention has become something companies can *measure and sell* before its owners are old enough to understand the transaction. We keep asking whether young people possess the self-control to put their phones down. A more urgent question remains: *why have adults allowed companies* to make putting them down so difficult?



COUNTERARGUMENT: BUT NOT EVERY *PING* IS THE ENEMY

Yet a ban carries its own cost.

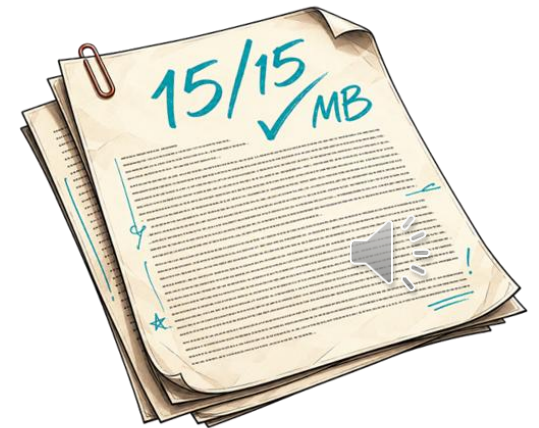
For a teenager isolated by where they live or who they are, a ping can open a door that the local world has kept shut. It can bring a friend into a silent evening and reveal a community where difference needs no apology. Removing that access entirely may protect some young people while deepening the loneliness of others.



CONCLUSION: CONTROL...

PING: THIS TIME, YOU CHOOSE

So, **this time, the phone ping can wait.** The answer is not to exile every teenager from digital life, but to **return their attention to its rightful owner.** Platforms must face firm limits on addictive design while young people retain the freedom to connect. Technology should remain **a tool, not become a leash.** The next notification will come. The question is **whether we will still permit it to command us.**



SAME MOTIF. DIFFERENT DESTINATION.



PERSUASIVE



ONE CENTRAL CASE



STRENGTHENS THE CASE



CLEAR POSITION



VERDICT OR CALL TO ACTION



DISCURSIVE



COMPETING PERSPECTIVES



CONNECTS VIEWPOINTS



CONSIDERED JUDGEMENT



BALANCE OR CAUTIOUS LEAN



— ENGLISH WITH MRS BRIGHTWELL —



CHOOSE YOUR ENDING



PERSUASIVE

It is time to stop answering every demand from behind the screen. For young people, silence should not mean isolation. It should mean freedom.

PING!



DISCURSIVE



The ping is neither villain nor saviour. What matters is what waits behind it—and whether we control the phone, or the phone controls us.



TEN CURRENT TOPICS →

TEN POSSIBLE MOTIFS



BROADLY DISCURSIVE TOPIC

POSSIBLE MOTIF

10  Are exams still the fairest measure of ability?

A RED MARK: feedback becomes a label

9  Should 16-year-olds vote in every UK election?

A SINGLE X: a small mark becomes a public voice

8  Can young people still afford independence?

A RECEIPT: everyday spending becomes lost opportunity

7  Who should carry the cost of climate action?

A THERMOSTAT: comfort becomes cost and responsibility

6  Can fast fashion ever be ethical?

A LOOSE THREAD: a bargain begins to unravel

⇒ ENGLISH WITH MRS BRIGHTWELL ⇒



TEN CURRENT TOPICS

TEN POSSIBLE MOTIFS

15/15



BROADLY DISCURSIVE TOPIC

POSSIBLE MOTIF

5



Should influencers be responsible for what they promote?

THE LIGHT:

flattering white becomes warning red

4



Should smartphones be banned in schools?

A LOCK:

protection becomes restriction

3



Is true crime ethical entertainment?

A FINGERPRINT:

evidence becomes entertainment

2



Should AI be allowed in schoolwork?

A ROBOTIC HAND:

support becomes substitution

1



Should social media be restricted for under-16s?

THE PING:

connection becomes control

ENGLISH WITH MRS BRIGHTWELL



THE BRIGHTWELL METHOD



BUILD YOUR OWN ARGUMENT

1. CHOOSE YOUR ISSUE

What question or debate will you explore?

2. DECIDE YOUR PURPOSE

Will you persuade, argue or weigh up different perspectives?

3. SELECT YOUR MOTIF

Choose an object, image, colour, sound or phrase that represents the issue.

4. MAP ITS JOURNEY

Plan how you will **introduce, reframe, challenge and transform** it.



Use the downloadable planner to develop each stage...

BROADLY DISCURSIVE MOTIF PLANNER

Plan your ideas. Choose your motif. Develop its meaning.

MY ISSUE

What question will my essay explore?

MY APPROACH

What do I think about the issue?

Will I persuade or weigh up different views?

MY MOTIF

What object, image, colour, sound or phrase will I use?

1 INTRODUCE IT

What does the motif mean at the start?

How will it introduce the issue?



2 REFRAME IT

How will its meaning change as I develop my ideas?

Which point will it help me explain?



3 CHALLENGE IT

What might the motif mean from another viewpoint?

How will I respond to that view?



4 TRANSFORM IT

How will the motif return in my conclusion?

What final judgement will it express?



Remember: a motif supports your argument. It does not replace evidence or explanation.

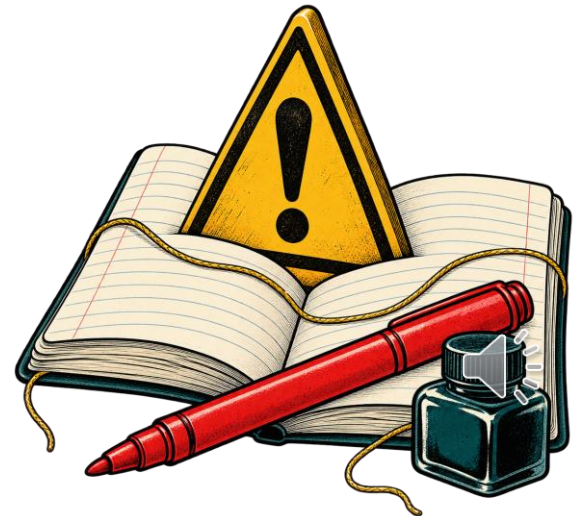
BEFORE YOU START WRITING...

Quick checklist ... can your motif:

- ✓ Appear naturally?
- ✓ Connect different ideas?
- ✓ Accommodate another viewpoint?
- ✓ Develop rather than merely repeat?
- ✓ Return meaningfully in the conclusion?

Final warning:

If it is doing none of these things, it is decoration — not development.





WHAT THE WORD?!



The answer...

? WHAT DOES
“CACOPHONY”
MEAN ?

THE ANSWER IS...

B: a harsh,
unpleasant
mixture of sounds.



FREE BROADLY DISCURSIVE FOLIO KIT

Free downloads:

- ✓ Persuasive motif idea bank.
- ✓ Broadly discursive motif planner.
- ✓ Hot topics for broadly discursive essays.
- ✓ Completed "ping" exemplar essay (full marks).
- ✓ PowerPoint lesson.



MAKE YOUR ARGUMENT RESONATE

