4.4 Writing and speaking

GOALS
- Write a balanced argument essay
- Take part in formal negotiations

Reading & Writing  a balanced argument essay

1a Work with a partner. Look at the images and extracts from two websites. What do they have in common?

The World's Most Ethical (WME) companies list recognizes companies that go beyond making statements about responsible business practices and translate those words into action.

2a Work in groups of four. Read the example.

**Responsible journalism involves:**
- checking your sources
- not exaggerating
- presenting both sides of the story
- making it clear if you're speculating
- not invading people's privacy.

b Students A and B, write a similar list of four or five points to show what responsible business practices involve. Students C and D, write a similar list of four or five points to show what responsible tourism involves.

c Compare your list with the other pair in your group and try to agree on four or five key points on each topic to present to the class.

3a TASK You are going to write a balanced argument essay. Turn to page 128 and read the sample essay.

b Work with a partner. You are going to answer questions about the sample essay together. Work so you can both see the essay and the questions. Student A, stay on page 128 with the sample essay. Student B, stay on this page.

- What is a typical structure for a balanced argument essay in English? How are the paragraphs generally organized?
- What is a common function of the first sentence in each paragraph?

c Read the list and find four points which are not characteristic of a balanced argument essay.

1 a conclusion which rounds things up and gives the author’s viewpoint
2 clear structure in which each paragraph has a purpose
3 engaging the reader through the use of jokes and humour
4 giving three or four arguments in favour and three or four arguments against
5 inclusion of language to show emotions and add excitement
6 inclusion of direct speech and conversation
7 supporting points made with examples
8 use of formal linkers to connect ideas
9 use of informal language, contractions, and abbreviations
10 using a rhetorical question in the introduction