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 Department of Education  
**NATIONAL CAPITAL REGION**  
 Misamis Street, Bago-Bantay, Quezon City

**UNIFIED SUPPLEMENTARY LEARNING MATERIALS**  
 (USLeM)



**ENGLISH**  
**THIRD GRADING – MODULE 2**

**Development Team of the Module**

**Writers:** Mona Liza F. Adriano

**Illustrator:**

**Layout Artist:** Mona Liza F. Adriano

**Content Editors:** Marco D. Meduranda

**Language Editor:** Marco D. Meduranda

**Management Team:** Malcolm S. Garma, Regional Director – NCR  
 Alejandro G. Ibañez, CESO VI, OIC- Schools Division Superintendent  
 Genia V. Santos, CLMD Chief – NCR  
 Loida O. Balasa, CID Chief SDO Navotas City  
 Arnold C. Gatus, EPS English – NCR  
 Dennis M. Mendoza, LR EPS - NCR  
 Marco D. Meduranda, EPS English SDO Navotas City  
 Grace R. Nieves, LR EPS SDO Navotas City  
 Nancy C. Mabunga, Librarian – NCR  
 Vergel Junior C. Eusebio, PDO II LRMS  
 Shirley Eva Marie V. Mangaluz, Librarian II LRMS

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# UNIFIED SUPPLEMENTARY LEARNING MATERIALS

## Grade 10 - ENGLISH

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### USE A VARIETY OF INFORMATIVE, PERSUASIVE, AND ARGUMENTATIVE WRITING TECHNIQUES

#### EXPECTATIONS

At the end of the module, you should be able to:

- A. Recall various writing techniques
- B. Differentiate the purposes of informative, persuasive and argumentative writing techniques.
- C. Analyze a paragraph based on the technique employed by the writer.
- D. Apply knowledge on the various informative, persuasive and argumentative writing techniques.

#### PRE-TEST

**Directions:** Choose the letter of the correct answer.

1. Which of the following is NOT an example of argumentative text?  
A. Election Propaganda                      C. Legal Texts  
B. Essays    D. Poems
2. To have a concrete statement, you need to provide \_\_\_\_\_ to support your argument. Which word best fits the sentence?  
A. Evidence              B. Opinions              C. Hearsays              D. Titles
3. What do we call a statement that describes one side of an arguable viewpoint?  
A. Narrative Statement                      C. Persuasive Statement  
B. Literary Statement                      D. Position Statement
4. What is the main purpose of an informative essay?  
A. provide information, or explain steps in a process.  
B. tell a story.  
C. entertain the readers.  
D. persuade the reader
5. What term refers to a style of writing that provides factual information?  
A. Informative      B. Narrative              C. Unreasonable      D. Opinion
6. When writing an informative essay, what are the most important parts of the introduction?  
A. A thesis and compelling way to hook the reader  
B. A complete description of all of the points you will cover  
C. Your opinion on the subject  
D. A definition of your topic
7. What is the purpose of an argumentative essay?  
A. To persuade the reader                      C. To tell an interesting story  
B. To entertain the reader                      D. To give information about a topic

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8. In which part of the argumentative essay do you include the quotes from the text?  
A. Introduction    B. Hook    C. Body Paragraph    D. Conclusion
  9. Which of these is a correctly written argument?  
A. Fresno is a city in California.  
B. Some people find Hot Cheetos spicy.  
C. Graffiti brings cities together.  
D. Hot Cheetos taste better than Takis because they are less spicy.
  10. The purpose of a persuasive writing is to  
A. Inform and educate the readers  
B. Entertain readers  
C. Convince the readers to adopt the writer's position  
D. Analyze work of art
  11. An informative essay  
A. presents the writer's opinion    C. defines a term  
B. persuades a reader    D. presents a claim
  12. A writing technique that contains a topic sentence.  
A. Persuasive    C. Informative  
B. Argumentative    D. Narrative
  13. Which of these is NOT a part of an argumentative essay?  
A. Introduction    B. Body Paragraphs    C. Conclusion    D. Setting
  14. Which writing technique deals with facts and information?  
A. Informative    B. Argumentative    C. Persuasive    D. Expository
  15. What is the writing technique which is a call to action that is based on appealing to emotion and feeling.  
A. Informative    B. Argumentative    C. Persuasive    D. Expository

### LOOKING BACK

**Directions:** Choose the letter of the correct answer.

1. A concise, one-sentence summary of your main point and claim which appears in the introductory paragraph.  
A. Topic sentence    B. Evidence    C. Thesis statement    D. Claims
2. It is a concise, one-sentence summary of the writer's main point and claim.  
A. Thesis statement    B. Topic sentence    C. Paragraph    D. Facts
3. A piece of writing that takes a stance on an issue.  
A. Expository    B. Argumentative essay    C. Informative essay    D. Narrative
4. The goal of an argumentative essay is to \_\_\_\_\_.  
A. Inform    B. Narrate    C. Outline a point of view    D. Entertain
5. What is included in a concluding paragraph of an argumentative essay?  
A. Restated argument, evidence and call to action  
B. Restated argument and call to action.  
C. Restated argument, restated claims and call to action.  
D. Restated thesis and summary of arguments

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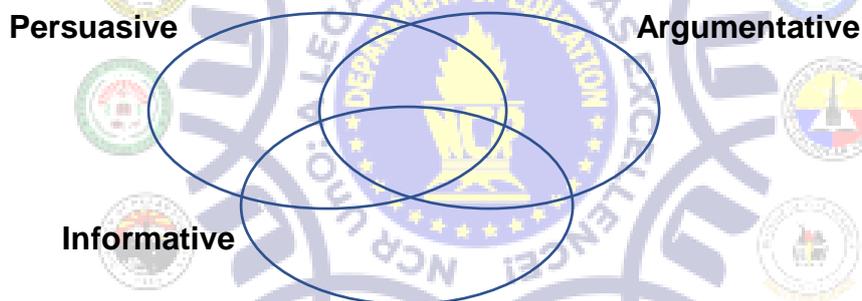
### BRIEF INTRODUCTION

Having a clear understanding of the different types of writing techniques and the specific purpose each one serves is a critical component of communication skills in the workplace. One of the best ways to develop your writing skills is to learn how to choose the most effective technique to get your message across.

A writing technique is a style authors use to convey their message in a manner that is effective and meaningful to their audience. Understanding the different types of writing techniques is important to professionals because you will need to change your style of writing to make a connection with your audience.

### ACTIVITIES

**Activity 1:** Using the Venn Diagram below, compare and contrast the three writing techniques. Identify only one similarity and one difference between and among the techniques above. Refer to the table on the next page.



### REMEMBER

For our academic writing purposes, we will focus on three writing techniques – Informative, Persuasive, and Argumentative. Let us differentiate these writing techniques through the table below:

Writing Technique	Structure	Characteristics /Features	Purpose
<b>INFORMATIVE</b>	-has 3 parts <ul style="list-style-type: none"> <li>• introduction</li> <li>-Make a legit Thesis Statement</li> <li>• body (2-3 paragraphs long)</li> <li>• conclusion</li> </ul>	-Includes table of contents, pictures, captions, bold print and glossary -deals with facts and information	-Informs and educates readers -Defines a term -Imparts straightforward information and facts but never personal opinion

<b>PERSUASIVE</b>	states writer's opinion about a	-demonstrates not only why the writer's	-Convinces or influences the reader
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	<ul style="list-style-type: none"> <li>specific topic</li> <li>-presents external facts and evidence</li> <li>-strong concluding summary.</li> </ul>	<ul style="list-style-type: none"> <li>opinion is correct, but also why the opposing view is incorrect.</li> <li>-a call to action that is based on appealing to emotion and feeling.</li> </ul>	<ul style="list-style-type: none"> <li>to believe that the writer's opinion or claim is valid or do what the writer wants them to do.</li> </ul>
<b>ARGUMENTAIVE</b>	<ul style="list-style-type: none"> <li>-comprises three or more paragraphs that explain why you support your thesis.</li> <li>-Introductory paragraph and Thesis statement</li> <li>-body paragraphs</li> <li>-Conclusion</li> </ul>	<ul style="list-style-type: none"> <li>-Introduction and thesis.</li> <li>-Opposing and qualifying ideas.</li> <li>-Strong evidence in support of claim</li> <li>-Style and tone of language</li> <li>-A compelling conclusion</li> <li>-contains a topic sentence</li> </ul>	<ul style="list-style-type: none"> <li>-argument is used to change people's point of view or persuade them to accept new points of view.</li> <li>-convinces the readers that his opinion is valid</li> </ul>

### Activity 2:

The following is an excerpt from a text about the analysis of the dangers and discomforts of a secondhand smoke by Shellie Schiel. Read the excerpt carefully, then answer the activities that follow:

#### **Secondhand Smoke Is Just as Dangerous**

I remember this event like it was yesterday, but it happened to me when I was about 15 years old. My dad, grandmother, and many of my parents' friends were heavy smokers. One day my mom and dad, our neighbors and my grandparents were sitting in the kitchen visiting. I went into the kitchen to ask them a question but the air was so hazy with smoke I started coughing. I walked up to them and instead of asking my question I made the statement to my dad that when I get my own place, I will not allow smoking. My dad got extremely upset and told me to leave the house and not to come back until my attitude changed. So I left the house and walked to a friend's house. When I cooled down and I thought my dad had cooled down, I went home. Well, my attitude has never changed; I just never brought up the subject again to my dad.

What I didn't realize back then was just how dangerous secondhand smoke was. But what exactly is secondhand smoke? The article titled "Secondhand Smoke" defines it as "a mixture of the smoke given off by the burning end of a cigarette, pipe, or cigar, and the smoke exhaled from the lungs of smokers" (1). What does exposure to secondhand smoke do? "It causes irritation of the eyes, nose, and throat. It can also irritate the lungs, leading to coughing, excess phlegm, chest discomfort, and reduced lung function" (1). This article also states that secondhand smoke has been classified by the U.S. Environmental Protection Agency (EPA) as a known cause of lung cancer in humans.

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Children exposed to secondhand smoke are also more likely to have reduced lung function and symptoms of respiratory irritation such as cough, Children are more susceptible to the dangers of secondhand smoke because their lungs are still developing and growing.

“...Exposure to secondhand tobacco smoke is the third leading cause of premature death in the United States, killing over 50,000 Americans each year, according to the Surgeon General. Secondhand smoke is also a severe threat to children, causing hundreds of thousands of cases of bronchitis and pneumonia each year” (Waxman 1).

... As long as people continue to smoke tobacco, secondhand smoke will threaten the health of nonsmokers. Please discuss smoking and the effects of secondhand smoke with your children. Hopefully, in time, we will be able to eliminate this nasty habit and save many thousands of innocent lives.

<http://web.cocc.edu/caqatucci/classes/wr122/handouts/analysis.htm>

**Directions:** The excerpt above was classified as informational, convincing, and arguing. Analyze the technique employed by the writer by identifying which paragraph in the text is informative, persuasive and argumentative. Then, plot your answer in the boxes below. You may write your answers on a separate sheet of paper.

**Informative**

**Persuasive**

**Argumentative**

**Activity 3:** Go back to your answers in Activity 2. From the classification that you have made, extract the line/s from the paragraph in each box that make/s the paragraph informative, persuasive or argumentative. Write your answer on the lines below.

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1. Informative: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
2. Persuasive: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
3. Argumentative: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### CHECKING YOUR UNDERSTANDING

Write a **Letter of Appeal to the Editor** of a school or local newspaper. Follow the directions below. Write your letter on a separate sheet of paper. Refer to the given rubric for the criteria of your output.

**Goal:** Your task is to write a Letter of Appeal using various writing techniques – Informative, Persuasive, and Argumentative.

**Role:** You are a concerned citizen who belongs to a group of youth advocates promoting a community of “non-smokers”.

**Audience:** The target readers are the students of a secondary public school.

**Situation:** Imagine that you are an advocate of a “non-smokers” community addressing the hazards of secondhand smoke.

**Rubric**

Pts	Ideas/Focus	Content Development	Organization	Style	Convention
4	The topic is clearly stated and the writer/student maintained a sharp, distinct focus/stance throughout the composition.	The student uses informational, logical, and emotional appeals to persuasively argue his/her stance	The composition is organized in clear, easy to follow paragraphs.	The language used is appropriate to the target audience. The student's point of view on the subject is evident through the words chosen.	Correct grammar, spelling, organization and capitalization are used throughout the composition.
3	The topic is stated and the student maintained a focus/stance throughout the composition.	The student uses informational, logical, or emotional appeal to argue on the issue.	The composition is organized in paragraphs. An intro with a hook and conclusion with a call to action are evident.	The language used is appropriate to the target audience, however, student's point of view on the subject is not clearly stated.	The composition contains no more than 2 errors in grammar, spelling or punctuation.
2	The topic is not clearly identifiable. And the writer/student does not maintain a clear stance on the topic..	The writer attempted to use either informational, logical or emotional appeal to argue his/her stance, however, the appeal is not persuasive.	The composition is organized paragraphs. There is no hook in the intro and call to action in the conclusion is weak.	The language and/or tone used are not appropriate to the target audience. Point of view on the subject is not clearly stated.	The composition contains more than 2 errors in grammar, spelling or punctuation.
1	The topic is not identifiable and does not maintain a clear stance on the topic.	The writer does not use either informational, logical or emotional appeal.	The composition is not organized by paragraphs. There is no clear intro or conclusion.	The language and tone used are not appropriate to the target audience and does not convey to the	The composition contains more than 5 errors in grammar, spelling or

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				writer's point of view.	punctuation.
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### POST-TEST

**Directions:** Choose the letter of the correct answer.

- It refers to a kind of writing technique that deals with facts and information.  
A. Informative    B. Argumentative    C. Persuasive    D. Expository
- It is a statement that describes one side of an arguable viewpoint.  
A. Narrative Statement    C. Persuasive Statement  
B. Literary Statement    D. Position Statement
- Which of these is NOT a part of an argumentative essay?  
A. Introduction    B. Body Paragraphs    C. Conclusion    D. Setting
- It is a style of writing that provides factual information.  
A. Informative    B. Narrative    C. Unreasonable    D. Opinion
- To have a concrete statement, you need to provide \_\_\_\_\_ to support your argument.  
A. Evidence    B. Opinions    C. Hearsays    D. Titles
- The following are examples of argumentative text, **EXCEPT** -  
A. Election Propaganda    C. Legal Texts  
B. Essays    D. Poems
- What is the main goal of an informative essay?  
A. provide information, or explain steps in a process.  
B. tell a story.  
C. entertain the readers.  
D. persuade the reader
- In which part of the argumentative essay do you include the quotes from a text?  
A. Introduction    B. Hook    C. Body Paragraph    D. Conclusion
- Which of the following is **NOT** a good way of improving your writing skills?  
A. Know the message you are trying to convey to the readers  
B. Copy the writing style of your favorite author.  
C. Know the purpose of your writing and choose the writing technique that will be most effective for your message .  
D. Consider who your audience are and use the writing technique/s they will best respond to.
- Which of these is a correctly written argument?  
A. Fresno is a city in California.  
B. Some people find Hot Cheetos spicy.  
C. Graffiti brings cities together.  
D. Hot Cheetos taste better than Takis because they are less spicy.
- What writing technique is a call to action that is based on an appeal to emotion and feeling?  
A. Informative    B. Argumentative    C. Persuasive    D. Expository
- What is the main goal of an argumentative writing?  
A. Inform and educate the readers  
B. Entertain readers

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- C. Convince the reader to adopt the writer's position  
D. Analyze work of art
13. It is the most important part of the introduction when writing an informative text.  
A. A thesis and compelling way to hook the reader  
B. A complete description of all of the points you will cover  
C. Your opinion on the subject  
D. A definition of your topic
14. The goal of a persuasive essay is -  
A. To persuade the reader  
B. To entertain the reader  
C. To tell an interesting story  
D. To give information about a topic
15. An informative essay  
A. presents the writer's opinion  
B. persuades a reader  
C. defines a term  
D. presents a claim

## REFERENCES

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### ANSWER KEY

<p style="text-align: center;"><b>PRE-TEST</b></p> <p style="text-align: center;">1. D 2. A 3. D 4. A 5. A 6. D 7. A 8. C 9. D 10. C 11. C 12. B 13. D 14. A 15. C</p>	<p style="text-align: center;"><b>LOOKING BACK</b></p> <p style="text-align: center;">1. C 2. A 3. D 4. C 5. D</p>	<p style="text-align: center;"><b>ACTIVITY</b></p> <p><b>ACTIVITY 1 - COMPARE AND CONTRAST</b></p> <p><b>Differences</b>          Persuasive – Call to action that is based to emotion and feeling          Argumentative – Convince the reader that his opinion is valid          Informative – Inform and educate readers  <b>Similarities of the 3 writing techniques</b>  <b>Consists of 3 major parts – Introduction, Body and Conclusion</b>  <b>Similarities</b>          Persuasive-Argumentative – Convince and influence the readers to believe that the writer's opinion is valid          Persuasive-Informative – Inform and educate readers          Informative-Argumentative -Presents facts</p> <p><b>ACTIVITY 2</b></p> <p><b>Rewrite:</b>  <b>Informative – Paragraph 2</b>  <b>Persuasive – Paragraph 4</b>  <b>Argumentative - Paragraph 3</b></p> <p><b>ACTIVITY 3</b>  <b>Informative –</b> The article entitled "Secondhand Smoke" defines it as a mixture of the smoke given of .....          (answers may vary) – Any line from second paragraph</p> <p><b>Persuasive –</b> Please discuss smoking and the effects of secondhand smoke with your children.          OR          My dad got extremely upset and told me to leave the house.....          (answers may vary)</p> <p><b>Argumentative –</b> Exposure to secondhand smoke is the third leading cause of premature death..... OR          Secondhand smoke is also a severe threat to children.....          (answers may vary)</p>
<p style="text-align: center;"><b>POST-TEST</b></p> <p style="text-align: center;">1. A 2. D 3. D 4. A 5. A 6. D 7. A 8. C 9. B 10. D 11. C 12. C 13. D 14. A 15. C</p>		