



English lesson 1 – Answer sheet

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This task is discussion based, so you will likely hear a range of different and varied responses. To help students structure their thoughts (and therefore contribute feedback more effectively), model a range of sentence starts. For example:

Group discussion

I believe that _____*insert device name and example here*_____ would help to attract future talent because _____.

Formal feedback

We believe that the Head of Marketing and the Head of Early Talent at Hawk UK have been successful in attracting future talent because they have used _____. The impact of this is

_____.

The answers provided below are examples of feedback that is likely to be shared. You can use these answers to help prompt thinking or development in feedback – should you wish to.

Possible answers to part 1 of the discussion:

To what extent have Hawk UK been successful in their attempts to attract the brightest, freshest future talent?

- A range of literary devices have been employed successfully. (Please see a list of these on the accompanying chart. You can also find a copy of this chart on the accompanying lesson PowerPoint.) For example, rhetorical questions / personal pronouns are used to speak directly to the future talent – to allow them to envisage the prospect of an exciting and exhilarating career at the agency.
- The language is concise and accessible. For example, short sentences are used.

- They have made a presumption about the needs and wants of 'future talent' and have spoken directly to them in a direct but colloquial manner. For example, 'see your face...'.
- The metaphor of flying runs throughout the copy. Examples include 'soar' and 'take flight'. This helps to set the agency apart and frame it as unique, strong, creative and successful – thus increasing its appeal to prospective employees.

Possible answers to part 2 of the discussion:

Come up with five things that the Head of Marketing and The Head of Future talent could do to improve their first draft in order to attract the best future talent.

- Use images to help boost the visual appeal of the page. For example, to accompany the many references to the collaboration and unity of the Hawk team, images of employees having fun in a creative meeting could be used on the page. The images should speak directly to the target audience. They should be modern, creative shots which represent togetherness and success.
- There are opportunities to improve the language and the array of persuasive features used. For example, by adding or improving adjectives in certain places and including statistics to help demonstrate current staff engagement, happiness and retention.

Literary device	Example
Modal verbs	Auxiliary verbs that express necessity or possibility – such as ‘can’.
Alliteration	A series of words that begin with the same letter or sound used to stress a phrase or idea – in order to make it memorable.
Personal pronouns	<ul style="list-style-type: none"> • Pronouns used to engage individuals – ‘you’. • Pronouns used to summon a sense of togetherness – ‘we’, ‘our’.
Rhetorical features	Questions which imply their own answers.
Imperative language	Commanding instructional language.
Triples / effective adjectives	Lists of three used to persuade or add value to an argument.
Facts and statistics	Facts and/or statistics used to persuade.
Hyperbole	Language that is exaggerated for impact.
Persuasive design principles	
Social proof	This comes from the idea that people are more likely to do something if they see other people doing it too. It can build certainty and confidence.
Authority	This comes from the idea that people are more likely to take action (and feel safe and confident) when following expert advice.
Scarcity	This comes from the idea that people are more likely to do something if it seems rare and unique.

