

Save the Rhino!

Paragraph 1 Introduction

- I am writing to inform you that Rhinos are...
- (Emotion sentence) This makes me feel....

Paragraph 2 – The problem rhinos are facing.

- *Rhinos are critically endangered*
 - Rhinos have been around for 40 million years
 - Important part of the plant
 - Beginning of the 19th century, approximately one million rhinos.
 - In 1970, there were around 70,000.
 - Today, there are only around 28,000 rhinos surviving in the wild.
 - In 2018, some of us are lucky enough to be able to travel to Africa and Asia to see them in the wild. In 2030, when our children have grown up, will they still be able to see wild rhinos?

Paragraph 3 – What is happening to the Rhinos?

- *Humans have caused the drastic decline in numbers*
 - illegal logging (cutting down trees) and pollution is destroying their habitat
 - Poachers kill rhinos for their horns which they sell to make traditional Chinese medicine
 - Even though it is illegal people still buy and sell rhino horn.

Paragraph 4 – What should we do to help?

- Make sure everyone knows that buying and selling ivory is illegal.
- Support conservation projects by donating money.
- We know that conservation efforts save species.
 - The Southern white rhino would not exist today if it were not for the work of a few determined people.
 - Found 200 surviving rhinos for a managed breeding and re-introduction programme.
 - By 2012 there were 20,405 Southern white rhinos.
- Final sentence: With more money, we can support more programs.
 - Not just save rhino populations, but increase numbers.
 - The Northern white rhino may just have become extinct, but it is not too late to save the rest.

Persuasive techniques

- **Facts/Statistics** eg. 97% of Africa's Black Rhino population has been slaughtered in the last 40 years.
- **Modal verbs** eg. will, must, shall, can, should, would and could
- **Rhetorical Questions** eg. How would you feel?
- **Groups of 3** e.g. Poaching is illegal, immoral and selfish.
- **Feelings and Emotive language** eg. The Rhinos deserve the same treatment we receive

Conjunctions

Coordinating: and, but, or, yet, so

Subordinating: after, although, as, because, before, if, since, unless, until, when, whenever, whereas, while, despite, furthermore, consequently.