

How does the writer use language to present ageism?

Task: Locate key quotations

This wasn't the first time a colleague's comments about my age had got to me. Like many young-looking colleagues, early in my career I got sick of the humiliation of being mistaken for the "work-experience kid". So I made a deliberate decision to grow a beard, get a haircut and start joining in with conversations about mortgages (despite my complete inability to buy a house).

As a journalist I've had my work checked more than other team members, just because of my age. I've experienced editors patronisingly saying "well done" after I've completed moronically easy tasks. And there's always the worry that more difficult projects might be handed to my colleagues because I don't look experienced enough to be able to cope – something I've seen happen to friends.

The effect of youth on your career is insidious: I've never been spat at, bullied or victimised because of how I look. And as far as I know I've never been overlooked for a job because of my age – in fact there are a lot of young people in my profession. But age discrimination can destroy your confidence and impact your career in subtler ways.

Point

Evidence

Analysis

Alternative Analysis

Writer's Intention

Effect on the Reader



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Group Work: Analyse a quotation each then share. Listen to your group and write in the different interpretations.

Pupil A
'I got sick of the humiliation'

Pupil B
'deliberate decision to grow a beard'

Pupil C
'Editors patronisingly saying "well done"'

Pupil D
'age discrimination can destroy your confidence'

How does the writer use language to present ageism? (Expand your analysis in your written response)

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How does the writer use language to present ageism?
Write at least **2 PEACE paragraphs**.

The writer presents ageism because he shows how younger people are discriminated in the work place and they are not given equal opportunities as they look more youth: 'more difficult projects might be handed to my colleagues'. The use of anecdote shows that the writer has personally had to deal with this discrimination because other people have been given the better jobs. Alternatively, the phrase 'more difficult' shows that his boss has underestimated his ability to do his job just because he is younger. The writer's intention is to make people aware of this inequality in the workplace so people make a change in society. The reader would feel annoyed that ageism is present in peoples' job and they would feel promoted to stop this from occurring.

Point

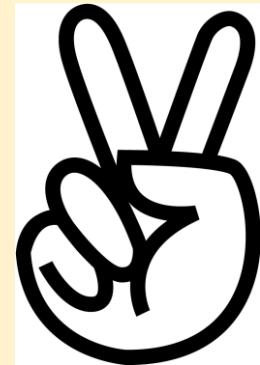
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What is a newspaper?

There are two different kinds of national newspapers in the UK:

Broadsheets: these are newspapers printed on large sheets of newspaper.

Tabloids: these are printed on smaller sheets of newspaper.

Name of Newspaper

The Daily Mirror

40p

Thursday, 9th October

Headline

DOG SAVES THE DAY!

Heroic action of dog saves owner from certain death

Sub-heading

An opening paragraph is usually written in bold font and tells the reader briefly about the details of the story.

The rest of the article provides a more detailed report of the event.

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The condemned gate

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Image

Caption

Opening paragraph

Secondary Story

This story may or may not be related in some

way to the first story. It is an important story

but it isn't the 'top' story of the issue.

Columns

Task 1

In your workbooks, write brief explanations of the following elements of newspaper reports

1. Headline
2. Sub-heading
3. Image
4. Caption
5. Opening paragraph
6. Columns

Headlines

Newspaper headlines are designed to attract the reader's attention.

- Use dramatic or emotional words, such as:

Crisis Drama Clash Fury Battle Row

- Alliteration – 'Pick up a Penguin'
- Puns – 'Kentucky Freed Chicken' (Jokes)
- Rhymes/half rhymes – 'St Helen's Glass has the class'
'Beanz Meanz Heinz'

Task

Try to think of headlines to make readers want to read these stories:

1. High exam results at your school.
2. A huge storm over your town.
3. A footballer's shorts fall down during an important game.

Try to use a range of techniques- such as alliteration, puns, full and half-rhyme.

Direct Speech

- He said, 'I am on the point of leaving'.
- 'You are as daft as my brother,' Wendy said.
- Emma declared, 'I shall go shopping.'
- 'I have your name and address,' said the policeman.

These are the EXACT words spoken

Quotations in Newspaper Articles

Direct Speech

Mrs Jones, a local shopkeeper said, 'I couldn't believe it when Robbie Williams turned up at my shop.'

These words came DIRECTLY from Mrs. Jones' mouth

Quotations in Newspaper Articles

Reported Speech

It was a complete surprise for Mrs Jones when Robbie Williams turned up at her shop.

These aren't the actual words that Mrs. Jones said, although it does tell us how she felt.

Indirect Speech

Task 2

Change these sentences into the reported speech form.

- They said, 'We always travel by public transport.'
- Doug said, 'I passed all my exams last year.'
- 'Where will you spend the holidays?' asked Jenny.
- 'Please give me another chance,' she begged.

Newspaper Articles- the opening paragraph

- **What?** What has happened, what is the situation, etc.
- **Who?** Who is or was involved.
- **When?** When the event took place, or is likely to take place.
- **Where?** Where the event took place.

Brainstorm where you believe ageism exists?



**HOW DOES AGEISM
EXIST?**

‘I feel that we are treated differently because we are just younger. We should be treated the same as any other member of society’.

Write an article for your school's newspaper expressing your opinion on whether you feel ageism exists.

Success Criteria:

- Gripping headline
- Opening – who, what, where, when, why?
- Topic Sentence to start
- Discourse markers at the start of paragraphs
- Direct/Indirect Speech
- Facts & Statistics
- Rhetorical Question
- Triples
- Direct address



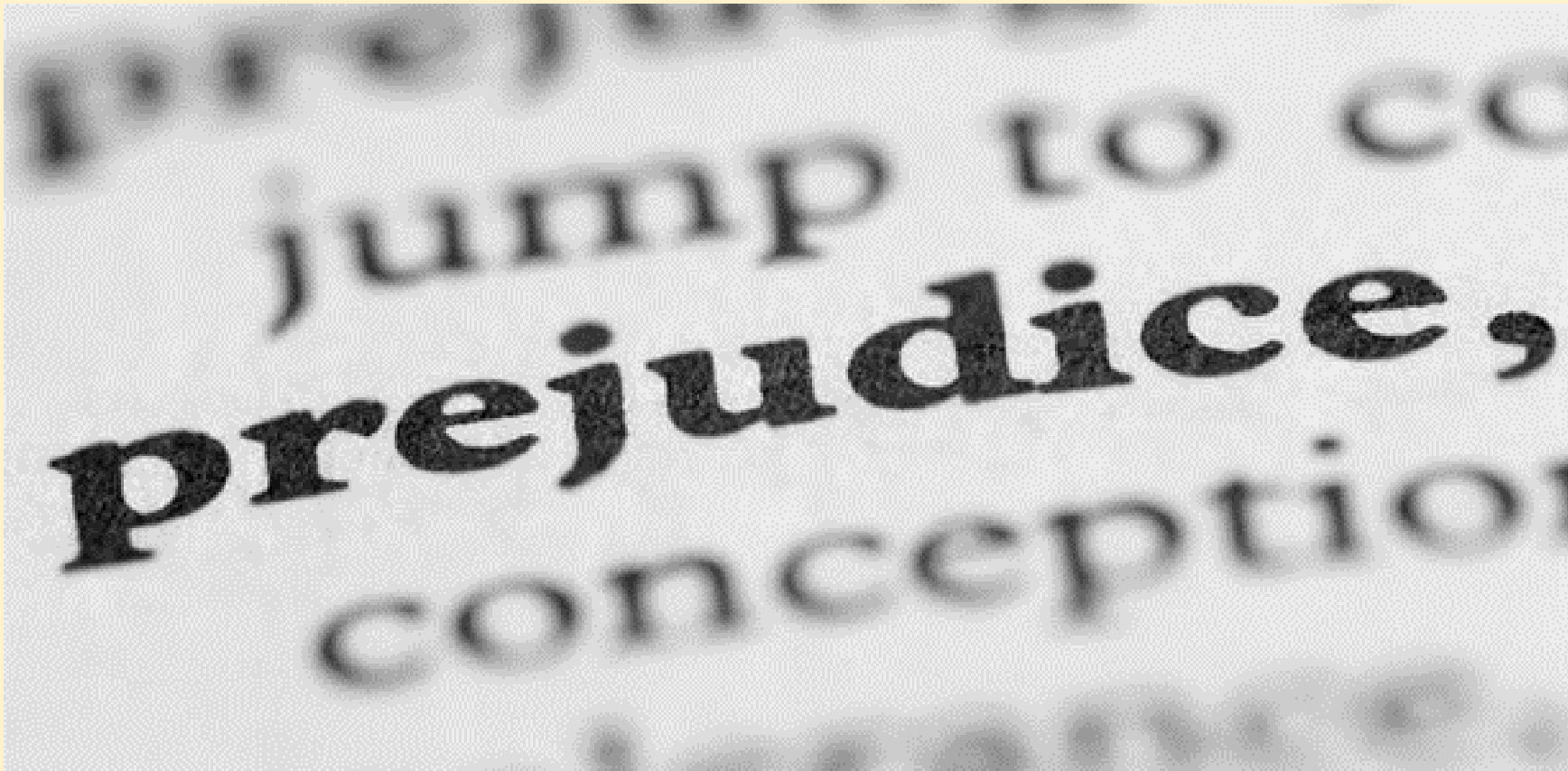
DIRT TIME

**IMPROVING ON
ARTICLE WRITING!**

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Write down everything you know about prejudice.

Think about the different connotations (ideas) that surround the word.





<https://www.youtube.com/watch?v=wMKpYxhI2KI>

This speech is from a political comedy.

Yet, many of the issues mentioned are very real, very serious and are still present in society today.

Task:

Whilst watching the video clip I want you to think about what sort of prejudice does the speech mention.

SPOT THE PERSUASIVE DEVICES!

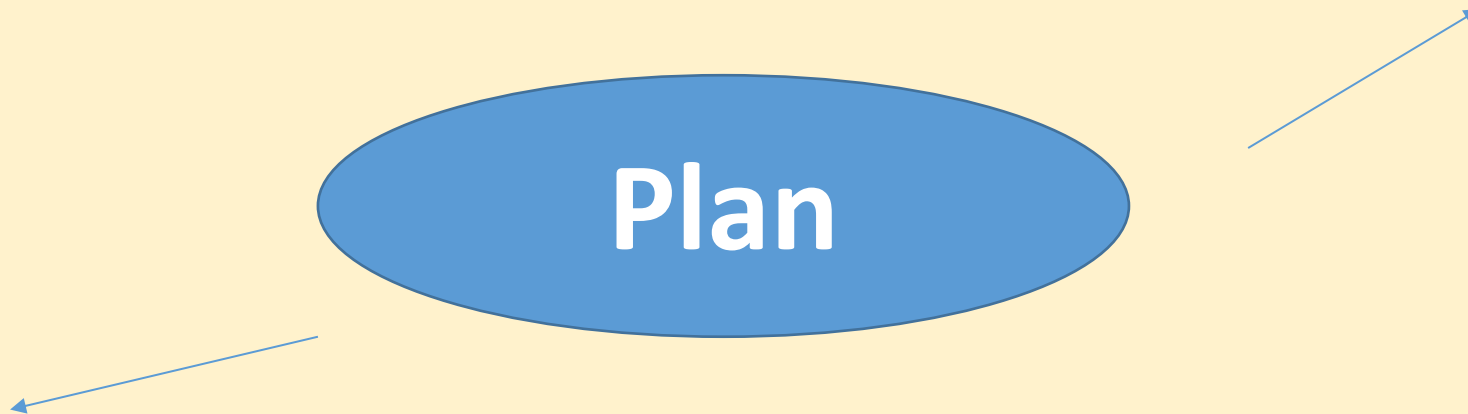


Task:

Read the speech and in pairs
highlight and label (annotate) the
persuasive devices.

Task: Write *your own speech* on one of the different type of prejudice:

- Sexism
- Racism
- Ageism
- Heterosexism



Read your model answer to help you with your speech.

Imagine living everyday in paranoia knowing that everywhere you go, everything you do is being observed and judged. Imagine walking into a convenience store or a clothing boutique and having someone watch your every movement thinking that you're going to steal an item, or reveal a bomb from under your clothes. Imagine being mocked and ostracized at school because you're "different". No one likes to be left out, but then, why do you judge? Why do you pass the torch of unforgiving world? Why do you set a fire of hatred? Why do you discriminate?