

## Greenest Burgers Ever

*An activity of "Hamburgers upsize the climate crisis".*

Read "Hamburgers upsize the climate crisis. Can better farming methods help?" (page 11, *What's Up* June 2023).

1) List any three benefits of regenerative farming.

<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>
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2) Look closely at this infographic poster by National Parks:

### **Celebrating our wetlands**

➤ <https://www.nparks.gov.sg/-/media/nparks-real-content/learning/posters/world-wetlands-day-poster-poster.ashx>

What is the main message of this infographic poster? To whom is it addressed?

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The infographic poster has used several techniques commonly seen in persuasive text to effectively influence and convince the audience. See if you can find examples of each of these ↓ in the poster.

Technique	Description	Example in poster
Appeals to emotions	This can include the use of vivid language, storytelling, or images that elicit empathy, excitement, compassion, or fear to suit the purpose of the text.	a.
Rhetorical question	Asking questions to make a point, rather than get an actual answer. E.g. "Who can resist this chocolate?"	b.
Evidence and facts	Including relevant evidence, statistics, and facts to build credibility and strengthen the writer's position.	c.
Logical reasoning	Presenting a claim, providing supporting evidence, and drawing logical connections between them.	d.
Word choice and tone	Employing an appropriate tone e.g. excitement, seriousness, or warmth, depending on the purpose of the text.	e.
Repetition	Repeating key ideas or phrases throughout the text to reinforce the main point or make it memorable.	f.
Call to action	Urging or encouraging the audience to take a specific step or support a particular cause.	g.

- 3) Imagine you are the owner of a green hamburger shop that sells “green”, eco-friendly burgers. Fill in the infographic below to show how your fictional shops’ burgers are “greener” than ordinary burgers. Use persuasive text to encourage people to buy your burgers. Come up with a catchy slogan for the heading.

<i>(Insert your catchy slogan here.)</i>	
Other burgers	Our burgers <i>(Draw your half. Add ingredients and labels.)</i>
<p><b>White Bun</b> Limited fiber. Refined carbs.</p>	
<p><b>Shredded lettuce</b> Few nutrients.</p>	
<p><b>Meat</b> Some fast-food burgers may contain only 2% of meat and 260g sodium.</p>	
<p><b>Processed cheese slice</b> Higher in sodium, made with emulsifiers and stabilisers.</p>	
<p><b>“Special Sauce”</b> 100 calories, 10.5g fat, Contains wheat, MSG, artificial colouring, lots of sugar.</p>	

- 4) Share your infographic poster with your class.