



Task Title: Why Choose College?

OALCF Cover Sheet – Learner Copy

Learner Name: _____

Date Started: _____

Date Completed: _____

Successful Completion: Yes ☐ No ☐

Goal Path: Employment ☐ Apprenticeship ☐

Secondary School ☐ Post Secondary ☐ Independence ☐

Task Description: The learner will review an article about why students may choose college and identify persuasive writing techniques that have been used to present this information.

Main Competency/Task Group/Level Indicator:

- Find and Use Information/Read continuous text/A1.2
- Communicate Ideas and Information/Write continuous text/B2.3
- Communicate Ideas and Information/Complete and create documents/B3.2a

Materials Required:

- Pen/pencil and paper or digital device
- Computer

Learner Information

Students choose to apply to college for a variety of reasons including educational and employment goals. Colleges often promote their offerings by using persuasive writing and other techniques to connect with potential students.

Go to the Ontario Colleges website and read "Top 10 Reasons to Choose Ontario's Colleges".

<https://www.ontariocolleges.ca/en/colleges/why-college>

Read the "Persuasive Writing Techniques and Examples" chart.

Persuasive Writing Techniques and Examples

Technique	Examples
Flattery - complimenting your audience.	A person of your intelligence deserves much better than this.
Opinion - a personal viewpoint often presented as if fact.	In my view, this is the best thing to have ever happened.
Hyperbole - exaggerated language used for effect.	It is simply out of this world – stunning!
Personal pronouns - 'I', 'you' and 'we'.	You are the key to this entire idea succeeding - we will be with you all the way. I can't thank you enough!
Imperative command - instructional language.	Get on board and join us!
Triples - three points to support an argument.	Safer streets mean comfort, reassurance and peace of mind for you, your family and your friends.
Emotive language - vocabulary to make the audience/reader feel a particular emotion.	There are thousands of animals at the mercy of our selfishness and disregard for kindness.
Statistics and figures - factual data used in a persuasive way.	80% of people agreed that this would change their community for the better.

Source: <https://www.bbc.co.uk/bitesize/guides/z84sk7h/revision/2>

Work Sheet

Task 1: List the top ten reasons given for choosing Ontario's colleges.

Answer:

Task 2: Choose five persuasive language techniques and list one example of each from Ontario colleges top 10 reasons.

Answer:

Persuasive Language Technique	Example from "Ontario Colleges Top 10 Reasons" Article

Task 3: Write a paragraph of four or five sentences explaining why you think persuasive language should or should not be used to try to connect with an audience. Give at least one example from Ontario colleges top 10 reasons to describe how persuasive language could be either positive or negative.
