Two-sided Argumentative Essays

Contents:

Academic arguments (includes sources)

Levels: * A2 ** B1/B2 *** B2/C1 **** C1 ***** C2

Writing a two-sided argument essay

Topic: Mobile phones health risk

Argument: *'Are mobile phones a health risk?'*
Type: Academic [6 sources]
Level: ***** [B2/C1]

Lesson Plan

Aim: *to develop the students' ability to generate main ideas with support and write a two-sided argument.*

3 types of lessons (writing x2 / reading)

1.Writing

- Ask Students to discuss *'Are mobile phones a health risk?'*
- Write down the reasons for 'yes' and 'no'
- Feed in / check key vocabulary (see next page)

Free Writing #1: [give out Outline #1] Students choose 2/3 of the positives / negatives discussed and add support. Go to introduction and fill the ideas of general, specific, outline, thesis, then to conclusion. Write the essay and students check ideas against the text [they could do the Reading Exercise]

Guided Writing #2: [give out Outline #2] Students read the outline with the basic points and then write the essay around these ideas. Then compare to the text.

Marking Student's work:
Use marking code: www.academic-englishuk.com/error-correction

2.Reading

1. Give out text and Outline #3. Students read the essay and write down the key points and support in the structured outline [the bullet points relate to each piece of support]. Students check answers with Outline #4.

Are mobile phones a health risk?

C. Wilson (2017)

Key vocabulary

1. Mobile phone / cell phone / a mobile
2. Convenience
3. Radio Frequency (RF) Radiation
4. To transmit
5. To exemplify
6. A brain Tumour
7. Immense
8. The nervous system
9. Credible evidence
10. Validity
11. A Glioma (google this)
12. A consistent pattern
13. Bias
14. Misleading
15. Latency period
16. Conflicting evidence
17. Conclusive evidence
18. Popularity
19. Caution
20. Hands-free set

Are mobile phones a health risk?

C. Wilson (2017)

Mobile phone usage has increased 67% in the last 5 years, with one in every five adults owning a smart phone (Chaffey, 2016). Obviously, mobile phones are making our lives much more convenient with an instant connection to friends, family and the Internet. However, these mobile devices emit a Radio Frequency (RF) radiation which is claimed to be possibly harmful to health and can cause brain tumours. This essay will discuss the positive and negative research into the safety of mobile phone use. It will conclude that there are inconsistencies in the research of mobile phones being safe and that long-term mobile phone usage is in fact a health risk.

There is a significant amount of evidence that suggests mobile phones are safe**.** The most consistent argument is that RF radiation, which is transmitted from mobile phones, is also transmitted safely from other devices such radios and televisions. To exemplify this point, radios have been used since 1893 and the television since 1939. This seems to suggest that the long-term use of RF radiation devices is safe. A second argument in support of the safety of mobile phones is a recent Danish study, where 350,000 citizens were studied over a ten-year period and the data concluded that 'there was no association between brain tumours / cancers and long term use of mobile phones' (Stockman, 2013: 554). There have been numerous published studies from 2001 to 2015 concluding similar findings. A final important observation by Linet & Inskip (2010) is that despite the immense increase in mobile phones in the last five years, there has not been a dramatic increase in brain or nervous system cancers. According to Chaffey (2016) between 2009 and 2014 phone use increased 67%, however reported brain cancer decreased. These three arguments offer credible evidence that mobile phones are relatively safe.

There is also credible evidence that questions the validity of the research into whether mobile phones are safe. Firstly, it is imperative to understand that there have been numerous studies that has shown 'a consistent pattern in mobile phone use and developing a Glioma, a type of brain tumour. For example, a 2009 study found that long term mobile phone use approximately doubles the risk of a brain tumour' (Khurana et al., 2009). In fact, there has been numerous professional studies concluding similar facts that mobile phones cause cancer. An important connected second point is the credibility of the research into mobile phones are safe. Kundi (2010) claims that much of the research is funded by mobile phones companies and as a result the conclusions are bias, untrustworthy and possibly misleading. Research groups do not have to state who funds or pays for the studies and there is a need for greater transparency in the industry. Finally, many academics have argued that 10 year studies are too short and fail to take in a range of age groups and users. According to The Environmental Health Trust (2011) research into Glioma brain tumours is that it has a 20-30 year latency period. Therefore, suggesting that the true results of any study is yet to be conclusive. In addition, very heavy users and young adults are the most at risk, and these groups have not been sufficiently researched. In sum, there is conflicting evidence in much of the research into the safety of mobile phones.

In conclusion, there has been academic research into both arguments of mobile phone safety. Researchers who claim mobile phones are safe, cite TV & Radio emit RF radiation provides conclusive evidence from credible studies and refer to the recent increase in the popularity of mobiles has not increased brain tumours. However, critics argue that there is conclusive studies that reveal mobile phones are a health risk, much of the positive research seems to be bias and untrustworthy because cancers take more than 10 years to be detected. It is important to state that with such conflicting evidence mobile phones are a health risk especially for heavy users and young people. It seems sensible to suggest that they are used with caution and the use of hands-free sets are important to keep the phone away from the ear.

[685 words]

Reference List

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Environmental Health Trust. (2011). *Press Release: Top Doctors Urge Cell Phone Companies to Come Clean on Health Dangers Posed by Radiation*. [online] Available at: http://ehtrust.org [Accessed 16 Jul. 2016].

Stockman, J. (2013). Use of mobile phones and risk of brain tumours: update of Danish cohort study. *Yearbook of Pediatrics*, 2013, pp.522-524.

Outline #1

Make notes using this outline to plan an essay on: 'Are mobile phones a health risk?'

Introduction	
General	
Specific	
Outline	
Thesis	

No - *write your ideas and support*
1) **Point / idea:** support
2) **Point:** support
3) **Point** support

Yes - *write your ideas and support*
1) **Point / idea:** support
2) **Point:** support
3) **Point** support

Conclusion	
Summary:	
Thesis	
Recommendation	

Outline #2

Use these ideas to write a two-sided argument on: 'Are mobile phones a health risk?'

Introduction	
general	Mobile phone usage increase = 67% / last 5 years, 1:5 adults have smart phone.
specific	mobile phones = lives convenient / connection to friends, family and the Internet. However, Radio Frequency (RF) radiation = harmful & brain tumours.
outline	This essay will discuss the positive and negative research into the safety of mobile phone use.
thesis	Inconsistencies in the research and long-term mobile phone usage is a health risk.

NO
• **RF radiation**, • RF come from devices such radios and televisions. • radios have been used since 1893 and the television since 1939. • RF devices = safe.
• **Research** • Danish study, where 350,000 citizens ten-year period and the data • No health risks (Stockman, 2013: 554). • numerous published studies from 2001 to 2015 say mobiles are ok
• **Use increase last five years, no dramatic increase in cancer**. • Between 2009 and 2014 phone use increased 67%, however reported brain cancer decreased. Chaffey (2016)

Yes
1. **Numerous studies** that has shown 'a consistent pattern in mobile phone use and developing a Glioma, a type of brain tumour. • 2009 study found that long term mobile phone use approximately doubles the risk of a brain tumour'. (Khurana et al., 2009). • numerous professional studies.
2. **The credibility of the research into mobile phones are safe.** • Most research is funded by Mobile Phones companies = bias, untrustworthy, possibly misleading. • Need for greater transparency in the industry. Kundi (2010)
3. **10 year studies are too short and fail to take in a range of age groups and users**. • Glioma brain tumours have a 20 - 30-year latency period. The Environmental Health Trust (2011) • Very heavy users and young adults not been researched fully..

Conclusion	
Summary:	mobile phones are safe, TV & Radio emit RF radiation, credible studies = not increased brain tumours. However, mobile phones = health risk, research is bias and untrustworthy, and cancers = 10 years to be detected.
Thesis	Conflicting evidence mobile phones = health risk - heavy users and young people
Recommendations	used with caution a / use hands-free sets to keep the phone away from the ear.

Outline #3

Read the essay on: 'Are mobile phones a health risk?' Fill in the outline (basic notes only)

Introduction	
General	
Specific	
Outline	
Thesis	

No- *find the main points and support*
1) _____ • • •
2) _____ • • •
3) _____ •

Yes- *find the main points and support*
1) _____ • •
2) _____ • •
3) _____ • •

Conclusion	
Summary:	
Thesis:	
recommendations	

Outline #4 ANSWERS

Introduction	
general	Mobile phone usage has increased 67% in the last 5 years, with one in every five adults owning a smart phone. (Chaffey, 2016).
specific	Mobile phones are making our lives much more convenient with an instant connection to friends, family and the Internet. However, these mobile devices emit a RadioFrequency (RF) radiation which is claimed to be possibly harmful to health and can cause brain tumours.
outline	This essay will discuss the positive and negative research into the safety of mobile phone use.
thesis	It will conclude that there are inconsistencies in the research of mobile phones being safe and that long-term mobile phone usage is in fact a health risk.

NO
• **RF radiation**, • transmitted safely from other devices such radios and televisions. • radios have been used since 1893 and the television since 1939. • long-term use of RF radiation devices is safe
• **Research** • Danish study, where 350,000 citizens ten-year period and the data. (Stockman, 2013: 554). • concluded that 'there was no association between brain tumors / cancers • numerous published studies from 2001 to 2015
• **Use increase last five years, no dramatic increase in brain or nervous system cancers**. Linet & Inskip (2010) • 2009 to 2014 phone use increased 67%, however reported brain cancer decreased. Chaffey (2016)

Yes
4. **Numerous studies** that has shown 'a consistent pattern in mobile phone use and developing a Glioma, a type of brain tumour. (Khurana et al., 2009) • 2009 study found that long term mobile phone use approximately doubles the risk of a brain tumour'. • numerous professional studies.
5. **The credibility of the research into mobile phones are safe.** • research is funded by Mobile Phones companies = bias, untrustworthy and possibly misleading. • need for greater transparency in the industry. Kundi (2010)
6. **10 year studies are too short and fail to take in a range of age groups and users**. • Glioma brain tumours has a 20-30 year latency period. • very heavy users and young adults not been researched fully..

Conclusion	
Summary:	Researchers who claim mobile phones are safe, cite TV & Radio emit RF radiation, evidence from credible studies the popularity of mobiles has not increased brain tumours. However, critics argue mobile phones are a health risk, much of the research is bias and untrustworthy, and cancers take more than 10 years to be detected.
Thesis	such conflicting evidence mobile phones are a health risk especially for heavy users and young people
Recommendations	It seems sensible to suggest that they are used with caution and use hands-free sets to keep the phone away from the ear.

Writing a two-sided argument essay

Topic: Climate Change

Argument: *'Is Climate Change a result of human activities?'*
Type: Academic [7 sources]
Level: ****✳[B2/C1]

Lesson Plan

Aim: *to develop the students' ability to generate main ideas with support and write a two-sided argument.*

3 types of lessons (writing x2 / reading)

1.Writing

- Ask Students to discuss *'Is Climate Change a result of human activities?'*
- Write down the reasons for 'yes' and 'no'
- Feed in / check key vocabulary (next page)

Free Writing #1: [give out Outline #1] Students choose 2/3 of the positives / negatives discussed and add support. Go to introduction and fill the ideas of general, specific, outline, thesis, then to conclusion. Write the essay and students check ideas against the text [they could do the Reading Exercise]

Guided Writing #2: [give out Outline #2] Students read the outline with the basic points and then write the essay around these ideas. Then compare to the text.

Marking Student's work:
Use marking code: www.academic-englishuk.com/error-correction

2.Reading

2. Give out text and Outline #3. Students read the essay and write down the key points and support in the structured outline [the bullet points relate to each piece of support]. Students check answers with Outline #4.

Is Climate Change a result of human activities?

C. Wilson (2017)

Key vocabulary

1. Persuasive
2. Climate Change
3. Atmospheric levels
4. Greenhouse Gases (GHGs) / Carbon Dioxide (CO2) / Methane (CH4)
5. Sceptics
6. Phenomenon
7. Over-whelming consensus
8. Prominent
9. Measuring temperature changes: Tree rings / ice cores / corals
10. Preceding
11. Unprecedented
12. 460ppm
13. Climatologists
14. Unique
15. Northern hemisphere
16. millennium
17. Climate model
18. Exaggeration
19. Sensitivity
20. Disparity
21. Controversial
22. A correlation
23. Credible
24. Aviation industry

Is Climate Change a result of human activities?

C. Wilson (2017)

Temperatures on earth have increased approximately 1.4°F since the early 20th century. Over this time period, atmospheric levels of greenhouse gases such as carbon dioxide (CO2) and methane (CH4) have notably increased. Many scientists believe this is a direct result of human activities, while sceptics claim that these gas and temperature increases are a natural phenomenon. This essay will investigate both sides of the argument and suggest that the causes of Climate Change are unnatural and immediate international action is needed to reduce emissions of Greenhouse gases.

There is an overwhelming consensus that human activity is responsible for climate change. The first main argument is that there is an overwhelming consensus within the academic community and research that supports the notion that Climate Change is man-made. One prominent example the 2013 Cook Review of 11,944 peer-reviewed studies on climate change found that only 78 studies (0.7%) explicitly rejected the position that humans are responsible for global warming (Cook et al, 2012). The second argument, again closely connected to research, is that the rise in temperature is faster than the natural climate change. Mann et al (2008) has found that through comparing data from tree rings, ice cores, and corals over the past millennium with recent temperature records, the rise over the preceding decade had occurred at a rate faster than any warming period over the last 1,700 years. In addition, the Arctic Sea ice is melting at an unprecedented rate of 13.9% per decade with predictions that it will have melted by 2020 (Stroeve et al, 2007). The final argument is atmospheric gases that cause global warming are manmade. Recent ice core research has revealed that gases CO2, CH4 and NO2 started to increase in 1751, around the time of the industrial revolution and since then atmospheric levels have increased from 220ppm to 460ppm in 2013 (NOAA, 2013). Overall, there seems to be conclusive scientific evidence that Climate Change is from human activities.

There are a number of counter arguments that try to discredit the argument that Climate Change is man-made. The first of these counter arguments is against the published research. Some scientists disagree with the Cook report (discussed in previous paragraph) due to 32.6% of the studies gave no position of for or against (Tol, 2016). In fact, a Berkley University survey found that 47% of climatologists believe that climate change is caused by an equal combination of humans and the environment. A second counter argument is that the climate has always warmed and cooled and these current temperatures are within natural temperature fluctuations. Soon and Baliunas (2003) claim that ‘many records reveal that the 20th century is probably not the warmest nor a uniquely extreme climatic period of the last millennium.’ Furthermore, a later study (ibid) found that ‘high temperatures - similar to those observed in the twentieth century before 1990 occurred around AD 1000 to 1100’ in the Northern Hemisphere. A final counter argument is that the research into Climate Change is often based on computerised Climate models, which are inadequate and inaccurate. According to Lewis and Curry (2014), a comparison between observational data rather than computer climate models concluded that "the models are exaggerating climate sensitivity" and overestimate how fast the earth will warm as CO2 levels increase. In sum, there seems to be disparity within the results and conclusions drawn.

In conclusion, the debate of whether climate change is a result of human activities is highly controversial. There is significant scientific evidence that many scientists agree, and changes in gases and temperature correlate closely to human activities. On the other side, this scientific evidence is questioned and the Earth has been through temperature changes similar in the past. However, the correlation between the increase in global warming gases and a rise in temperatures is over-whelming credible and therefore suggesting that Climate Change is caused from human activities. Even without scientific evidence, it seems obvious that the rise of industries, the aviation industry and urbanisation is polluting the atmosphere more that in the past. Overall, Climate Change is happening and societies need to take international action now.

[680 words]

Reference list

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Stroeve, J., Holland, M., Meier, W., Scambos, T. and Serreze, M. (2007). Arctic sea ice decline: Faster than forecast. *Geophysics Research*34(9).

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Outline #1

Make notes using this outline to plan an essay on: 'Is Climate Change a result of human activities?'

Introduction	
General	
Specific	
Outline	
Thesis	

Yes - *write your ideas and support*
1) **Point / idea:** support
2) **Point:** support
3) **Point** support

No - *write your ideas and support*
1) **Point / idea:** support
2) **Point:** support
3) **Point** support

Conclusion	
Summary:	
Thesis:	
Recommendation	

Outline #2

Use these ideas to write a two-sided argument on: 'Is Climate Change a result of human activities?'

Introduction	
General	Temperatures increase = 1.4°F since 20th century
Specific	Greenhouse gases (CO2) & (CH4) increased= Climate Change. Scientists =human activities, skeptics = natural process
Outline	This essay will investigate both sides of the argument
Thesis	unnatural = immediate international action needed

YES

1. Over-whelming academic consensus

- Climate change = man-made
- 2013 Cook review 11,944 studies = only 78 studies (0.7%) rejected

2.Temperature rise faster than natural increase

- Mann et al (2008) data from tree rings, ice cores, and corals over the past millennium rise faster than last 1,700 years.
- Arctic Sea ice melting 13.9% per decade / will have melted by 2020. (Stroeve et al, 2007).

3.Atmospheric gases are manmade

- Ice core research =CO2, CH4 and NO2 increase in 1751, industrial revolution
- Atmospheric levels 220ppm to 460ppm in 2013 (NOAA, 2013).

NO

1.Disagreement with Cook report

- Scientists disagree Cook report = 32.6% of the studies gave no position a (Tol, 2016).
- Berkley University survey = 47% of climatologists believe = equal combination of humans and the environment.

2.Natural temperature fluctuations

- Climate always warmed and cooled
- Soon and Baliunas (2003) claim that "many records reveal 20th century not the warmest nor a uniquely extreme climatic period of the last millennium."
- A study (ibid) "high temperatures = AD 1000 to 1100" in the Northern Hemisphere.

3.computerised climate models inaccurate

- Lewis and Curry (2014), the models are exaggerating climate sensitivity
- Models overestimate speed earth will warm as CO2 levels increase.

Conclusion	
Summary:	Highly controversial. Scientists = gases / temperature = human activities. This scientific evidence = questioned / Earth = temperature changes past.
Thesis	Global warming gases / temperatures = credible / true = human activities. Extra: Industry / aviation and urbanisation polluting atmosphere.
Recommendation	Need to take action now.

Outline #3

Read the essay on: 'Is Climate Change a result of human activities?'Fill in the outline (basic notes only)

Introduction	
General:	
Specific:	
Outline:	
Thesis:	

Yes – *find the main points and support*
1)_____ • •
2) _____ • •
3) _____ • •

No– *find the main points and support*
1_____ • •
2) _____ • • •
3) _____ • •

Conclusion	
Summary:	
Thesis:	
Recommendation:	

Outline #4: ANSWERS

Introduction	
General	Temperatures on earth have increased approximately 1.4°F since the early 20th century
Specific	Atmospheric levels of greenhouse gases such as carbon dioxide (CO2) and methane (CH4) increased= Climate Change. Many scientists =human activities, skeptics = natural process
Outline	This essay will investigate both sides of the argument
Thesis	Causes of CC are unnatural and immediate international action needed

YES

1. Over-whelming academic consensus

- Climate change is man-made
- The 2013 Cook review of 11,944 peer-reviewed studies on climate change found that only 78 studies (0.7%) explicitly rejected

2.Temperature rise faster than natural increase

- Mann et al (2008) data from tree rings, ice cores, and corals over the past millennium with recent temp records, rise faster than last 1,700 years.
- Arctic Sea ice melting at a unprecedented rate of 13.9% per decade with predictions that it will have melted by 2020. (Stroeve et al, 2007).

3.Atmospheric gases are manmade

- Ice core research =CO2, CH4 and NO2 started to increase in 1751, industrial revolution
- Atmospheric levels have increased from 220ppm to 460ppm in 2013 (NOAA, 2013).

NO

1.Disagreement with Cook report

- Scientists disagree with the Cook report due to 32.6% of the studies gave no position of for or against (Tol, 2016).
- Berkley University survey = 47% of climatologists believe that climate change is caused by an equal combination of humans and the environment.

2.Natural temperature fluctuations

- Climate has always warmed and cooled
- Soon and Baliunas (2003) claim that "many records reveal 20th century not the warmest nor a uniquely extreme climatic period of the last millennium."
- A study (ibid) found that "high temperatures - occurred around AD 1000 to 1100" in the Northern Hemisphere.

3.computerised climate models inaccurate

- Lewis and Curry (2014), the models are exaggerating climate sensitivity"
- Overestimate how fast the earth will warm as CO2 levels increase.

Conclusion	
Summary:	Highly controversial. Scientists agree, and changes in gases and temperature correlate closely to human activities. / This scientific evidence is questioned and the Earth has been through temperature changes similar in the past.
Thesis	The correlation increases in global warming gases temperatures = credible / true that Climate Change is caused from human activities. Industry / aviation and urbanisation polluting atmosphere.
Recommendation	Climate Change is happening and societies need to take action now.

Writing a two-sided argument essay

Topic: Vegetarian diet

Argument: *'Is a vegetarian diet healthier and better for the environment?'*
Type: Academic [10 sources]
Level: ****✳[B2/C1]

Lesson Plan

Aim: *to develop the students' ability to generate main ideas with support and write a two-sided argument.*

3 types of lessons (writing x2 / reading)

1.Writing

- Ask Students to discuss *'Is a Vegetarian diet healthier and better for the environment?'*
- Write down the reasons for 'yes' and 'no'
- Feed in / check key vocabulary (see next page)

Free Writing #1: [give out Outline #1] Students choose 2/3 of the positives / negatives discussed and add support. Go to introduction and fill the ideas of general, specific, outline, thesis, then to conclusion. Write the essay and students check ideas against the text [they could do the Reading Exercise]

Guided Writing #2: [give out Outline #2] Students read the outline with the basic points and then write the essay around these ideas. Then compare to the text.

Marking Student's work:
Use marking code: www.academic-englishuk.com/error-correction

2.Reading

3. Give out text and Outline #3. Students read the essay and write down the key points and support in the structured outline [the bullet points relate to each piece of support]. Students check answers with Outline #4.

Is a vegetarian diet healthier and better for the environment?

C. Wilson (2017)

Key vocabulary

1. Eating habits
2. Vegetarianism
3. Human evolution
4. Efficiency / efficient
5. To feed a population
6. A greener planet
7. Cruel & unethical
8. A sentient being
9. Privilege
10. Veal / baby calf
11. A Crate /
12. to make tender
13. Slaughtering
14. Human anatomy / anatomic
15. Carnivores
16. Intestine / liver / digestion
17. Greenhouse Gases (GHGs) / Climate Change
18. A dense form of something
19. To elevate
20. Electrochemically
21. Threats
22. Vitamin B12 / Iron
23. To absorb
24. Peer reviewed
25. Deficit
26. Mono-agriculture
27. To grow cereals
28. United Nations (UN)

Is a vegetarian diet healthier and better for the environment?

C. Wilson (2017)

Eating habits have changed over the past two decades and with it has been the rise in vegetarianism. In fact, the Vegsoc.org. (2016) claims that 17% of the U.K. are vegetarian and this is evidenced in the increase in vegetarian dishes in most restaurants. There are many reasons for the growth, but recent research suggests that people believe that a vegetarian diet is healthier and growing food rather than farming animals is less polluting to the environment. Proponents for the meat industry argue that eating meat has been a natural human evolution and it is the most efficient way to feed the ever growing human population. This essay will discuss the arguments for and against and state clearly that a vegetarian diet is healthier and greener for the planet.

There are three main reasons why a vegetarian diet is healthier and better for the environment. The most significant point is that eating meat is cruel and unethical. Animals are sentient beings that have the emotions of fear, stress and pain. It could be argued that animals have equal rights to live and be free and farming practice takes away this privilege (HSUS, 2011). The Veal meat industry is a convincing example of extreme cruelty, whereby the calf is held in a crate, unable to move, for up to 20 weeks before slaughtering. This practice is to keep the meat tender. The second argument is that there is significant scientific and medical evidence that the human anatomy has evolved to support a primarily vegetarian diet. Humans are considerably different to carnivores in that their teeth are not similar and the intestine and liver of a carnivore allows for digestion of meat. Millward's (1999) research has highlighted that a vegetarian diet improves health, can meet all the protein needs and provides health benefits. In fact, American Dietetic Association (2009) state that meat is not essential for a healthy diet. A final argument connected to the environment is that a vegetarian diet leads to lower Greenhouse gases (GHGs). The meat industry produces 54% more GHGs than growing crops and is responsible for 18% of all global methane (Scarborough et al., 2014), which causes Climate Change. According to the United Nations Environment Programme (2014), a 'worldwide diet change away from animal products' is necessary to stop the worst effects of global climate change. Overall, a vegetarian diet would have a positive effect on the planet and its people.

In balance, proponents for the meat industry have three opposing views to the arguments of vegetarianism. The most significant is that eating meat is not cruel but a natural part of the cycle of life and evolution. Human beings have been eating meat for 2.3 million years and according to Wyness et al., (2011) this dense form of nutrients and calories have ensured our survival but also the development of the brain and intelligence. A further point is that vegetarians mistakenly elevate the value of animal life over plant life. Research by Simmons (2009), shows that plants respond electrochemically to threats and may feel fear, so vegetarians are cruel too. The second strongest argument is that meat is the best source of iron and vitamin B12. Peer reviewed research by Fenech and Rinaldi (1995) has shown that the body absorbs 35% iron through meat but only 20% through plants. (3). In addition, the same research highlighted that 2:3 vegetarians were deficit in B12 as opposed to 1:20 meat eaters. A final argument is that raising beef is the most efficient way to produce food

for humans. Simmons (2009) states that 85% of land in the US is not suitable for growing crops. He also claims that mono-agricultural farming has evolved to be based primarily on cereals and beef, such changes to growing would take years, if not centuries (ibid). In sum, there are credible arguments for the meat industry.

In conclusion, both sides of the argument have merit. A vegetarian diets seems to be more humane, anatomic and less polluting. A meat eating diet is part of human evolution, more nutrient absorbing and an efficient way of using land. However, the evidence that a vegetarian diet is healthier is relatively conclusive and the time is now to work towards a greener lifestyle and planet. Growing crops are much less polluting and reducing CO2 / CH4 is a primary goal for all nations, no matter what cost or changes that need to take place. Overall, this essay supports the views of the UN Environmental programme, who suggest a vegetarian diet will help prevent climate change.

[750 words]

Reference list

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Outline #1

Make notes using this outline to plan an essay on: 'Is a vegetarian diet healthier and better for the environment?'

Introduction	
General	
Specific	
Outline	
Thesis	

No - *write your ideas and support*
1) **Point / idea:** support
2) **Point:** support
3) **Point** support

Yes - *write your ideas and support*
1) **Point / idea:** support
2) **Point:** support
3) **Point** support

Conclusion	
Summary:	
Thesis	
Recommendation	

Outline #2

Use these ideas to write a two-sided argument on: 'Is a vegetarian diet healthier and better for the environment?'

Introduction	
General	Eating habits = changed last 10 years > in vegetarianism.
Specific	17% U.K vegetarian, > veg. dishes restaurants. Vegsoc.org. (2016) For =vegetarian diet = healthier /growing food < polluting. Against=eating meat is natural human evolution & efficient way feed human population.
Outline	This essay will discuss the arguments for and against
Thesis	A vegetarian diet is healthier and greener for the planet.

YES

1.cruel & unethical

- Animals are sentient beings = fear, stress and pain.
- Animals = equal rights to live and be free & farming takes away (HSUS, 2011).
- Example of cruelty = The Veal meat industry = calf held in a crate, unable to move (to keep meat tender), for 20 weeks before slaughtering.

2. Medical evidence / human anatomy

- Human anatomy evolved = primarily vegetarian diet.
- Humans different to carnivores = teeth / intestine/ liver
- Millward's (1999) research = a vegetarian diet = all protein needs & provides health benefits.
- American Dietetic Association (2009) ='meat not essential for healthy diet.'

3.Environment

- Lower Greenhouse gases (GHGs).
- The meat industry produces = 54% GHGs than growing crops &18% of all Global methane (Scarborough et al., 2014).
- United Nations Environment Programme (2014), a "worldwide diet change away from animal products" = stop the worst effects of global climate change.

NO

1. Not cruel

- Natural part of the cycle of life & evolution.
- Human beings = eating meat for 2.3 million years
- Meat = dense nutrients & calories = survival & develop brain intelligence (Wyness et al. 2011)
- Plants respond electrochemically to threats & fear = vegetarians cruel too (Simmons, 2009 research)

2 Iron & Vitamin B12.

- Fenech & Rinaldi (1995) research = body absorbs 35% iron through meat but 20% through plants.
- Research 2:3 vegetarians were deficit in B12 to 1:20 meat eaters

3.Efficient production

- Simmons (2009) 85% of land in the US is not suitable for growing crops.
- Mono-agriculture evolved primarily on cereals and beef, changes = years / centuries (ibid).

Conclusion	
Summary:	Vegetarian diets = humane, anatomic and less polluting. Meat diet = human evolution, more nutrient & efficient land use.
Thesis	A vegetarian diet is healthier = greener lifestyle and planet. Growing crops = less polluting /reduces CO2 / CH4 is important globally.
Recommendation	UN Environmental programme = vegetarian diet will help prevent climate change

Outline #3

Read the essay on: 'Is a vegetarian diet healthier and better for the environment?'

'Fill in the outline (basic notes only)

Introduction	
General:	
Specific:	
Outline:	
Thesis:	

Yes – *find the main points and support*
1)_____ • • •
2) _____ • • • •
3) _____ • • •

No– *find the main points and support*
1)_____ • • • •
2) _____ • •
3) _____ • •

Conclusion	
Summary:	
Thesis:	
Recommendation:	

Outline #4: ANSWERS

Introduction	
General	Eating habits have changed over the past two decades and with it has been the rise in vegetarianism.
Specific	Vegsoc.org. (2016) 17% U.K vegetarian, increase in veg. dishes restaurants. For =vegetarian diet is healthier and growing food less polluting to the environment. Against=eating meat is natural human evolution & efficient way feed human population.
Outline	This essay will discuss the arguments for and against
Thesis	a vegetarian diet is healthier and greener for the planet.

YES

1.cruel & unethical

- Animals are sentient beings that have the emotions of fear, stress and pain.
- Animals have equal rights to live and be free and farming practice takes away this privilege (HSUS, 2011).
- The Veal meat industry example of cruelty, calf held in a crate, unable to move, for up to 20 weeks before slaughtering.

2.Medical evidence / human anatomy

- Human anatomy evolved to a primarily vegetarian diet.
- Humans different to carnivores = teeth not similar & intestine & liver of a carnivore allows for digestion of meat.
- Millward's (1999) research = a vegetarian diet improves health, meet all protein needs & provides health benefits.
- American Dietetic Association (2009)= meat not essential for healthy diet.

3.Environment

- Leads to lower Greenhouse gases (GHGs).
- The meat industry produces 54% more GHGs than growing crops and is responsible for 18% of all Global methane (Scarborough et al., 2014).
- The United Nations Environment Programme (2014), a "worldwide diet change away from animal products" is necessary to stop the worst effects of global climate change.

NO
1.not cruel • A natural part of the cycle of life and evolution. • Human beings have been eating meat for 2.3 million years • Wyness et al., (2011) this dense form of nutrients and calories have ensured our survival & development of the brain intelligence. • Research by Simmons, (2009), plants respond electrochemically to threats & fear, so vegetarians are cruel too.
2 Iron & Vitamin B12. • Fenech and Rinaldi (1995) research has shown that the body absorbs 35% iron through meat but only 20% through plants. • Research 2:3 vegetarians were deficit in B12 to 1:20 meat eaters
3.Efficient production • Simmons (2009) 85% of land in the US is not suitable for growing crops. • Mono-agriculture evolved primarily on cereals and beef, changes to growing would take years, if not centuries (ibid).

Conclusion	
Summary:	A vegetarian diets seems to be more humane, anatomic and less polluting. A meat eating diet is part of human evolution, more nutrient absorbing and an efficient way of using land.
Thesis	A vegetarian diet is healthier is conclusive and work towards a greener lifestyle and planet. Growing crops less polluting and reducing CO2 / CH4 is a primary goal for all nations, no matter what cost or changes that need to take place.
Recommendation	Supports the views of the UN Environmental programme, who suggest a vegetarian diet will help prevent climate change

Writing a two-sided argument essay

Topic: Obesity

Argument: *'Is obesity a disease?'*
Type: Academic [9 sources]
Level: ★★★☆☆ [B2/C1]

Lesson Plan

Aim: *to develop the students' ability to generate main ideas with support and write a two-sided argument.*

3 types of lessons (writing x2 / reading)

1.Writing

- Ask Students to discuss *'Is obesity a disease?'*
- Write down the reasons for 'yes' and 'no'
- Feed in / check key vocabulary (see next page)

Free Writing #1: [give out Outline #1] Students choose 2/3 of the positives / negatives discussed and add support. Go to introduction and fill the ideas of general, specific, outline, thesis, then to conclusion. Write the essay and students check ideas against the text [they could do the Reading Exercise]

Guided Writing #2: [give out Outline #2] Students read the outline with the basic points and then write the essay around these ideas. Then compare to the text.

Marking Student's work:
Use marking code: www.academic-englishuk.com/error-correction

2.Reading

4. Give out text and Outline #3. Students read the essay and write down the key points and support in the structured outline [the bullet points relate to each piece of support]. Students check answers with Outline #4.

Is obesity a disease?

C. Wilson (2017)

Key vocabulary

1. Overweight / obese / obesity
2. Epidemic
3. Virus / a disease
4. Sedentary lifestyle
5. To categorise
6. An impairment
7. Symptoms
8. Morbidity
9. inherited
10. Sickle-cell Anemia and Tay-sachs [google this]
11. Over-whelming support
12. An official stance
13. Preventable
14. Over-indulgence
15. Respiratory problems
16. Calories / Calorific intake
17. Genetic disorder
18. To disprove something
19. Convenience foods
20. Commuting
21. Moderate exercise
22. Genetic tendencies

Is obesity a disease?

C. Wilson (2017)

In the last 60 years, western societies have changed significantly. Now, most people travel around in cars, families spend more time watching TVs, playing video games and eating out. All these new trends have resulted in individuals becoming more overweight. Obesity, defined as being overweight to the extent that it affects your health, has become an epidemic with one in three Americans being obese (TOS, 2015). Many people claim that obesity is the result of individuals eating too much and not doing enough exercise while others state that obesity follows the characteristics of a disease such as a virus or a cancer but also genetic so that genes are passed down through generation to generation. This essay will discuss the arguments on both sides and conclude that obesity is not a disease or genetic but solely connected to over eating and sedentary lifestyles.

There are three main arguments that provide evidence for obesity being a disease. The first main argument is that obesity meets the definition of 'disease'. This can be categorised from The American Medical Association's (2013), who identified three criteria to define disease: 1. ‘an impairment of the normal functioning of some aspect of the body’; 2. ‘characteristic signs and symptoms’; and 3. ‘harm or morbidity’. All these factors match obesity. In addition, government medical groups such as the Food and Drug Administration (FDA), the American Heart Association, the American College of Cardiology, and the Obesity Society, have identified obesity as a disease (ibid). The second most popular argument is that obesity is a human inherited disorder known scientifically as sickle-cell anemia and Tay-Sachs, and as such is classified as a disease. Stunkard et al., (1990) research highlighted that obesity can be inherited like height. A more recent study by Tran et al (2013) linked higher rates of obesity to the ‘fat mass and obesity association’ (FTO) gene. A final supporting argument is obesity has always been historically referenced as a disease. For example, from as early as the 17th Century, evidence suggests that physician Thomas Sydenham (1624-1689) wrote, ‘Corpulency [obesity] may be ranked amongst the diseases arising from original imperfections in the functions of some of the organs.’ (Allison et al, 2008). Overall, there is over-whelming support for the definition of obesity as a disease.

Although the official stance on obesity is a disease, there are a significant amount of facts that suggest the complete opposite. The most important observation is that obesity is preventable. This concept is divided into three parts. Firstly, according to the Nestle (2000), obesity is comparable to smoking and drinking alcohol in that over indulgence can create a health risk. Overeating and lack of exercise increase all known associated risk factors such as heart disease, cancers and respiratory problems. Therefore, obesity alone is not a disease but the effects can be. Secondly, obesity is a result of eating too much. Bridges’ (2011) study into daily calorific intake of the average American man and woman found that people were 22% over the recommended figure of 1,800 calories for women and 2,200 calories for men. The study concluded that 1:3 people are overweight in the USA and 1:6 are obese, all of which was caused for over-consumption of food. In addition, a more recent study found no connection with genetic disorders and obesity, therefore disproving Stunkard’s original research that obesity was genetic (Greenhill, 2015). Finally, sedentary lifestyles are a major cause of obesity. A recent NHS survey and report suggests that recent rise of obesity in the

UK is linked to an increased amount of sugar in food, more availability of convenience foods and a change in lifestyles**.** Compared to 40 years ago, people today spend more time commuting, sitting in front of a computer, watching television, playing video games, and generally exercising less (Rolls, 2007). In 1960 50% of jobs required moderate physical activity compared to just 20% of jobs in 2011. In sum, it seems reasonably clear that obesity is connected more to over eating, and sedentary lifestyle.

In conclusion, the arguments for obesity being a disease are valid in that professional bodies endorse this statement, it has genetic tendencies and has historical evidence, the arguments against are that it is easily preventable, people are eating far more today than in the past and our lifestyles have become more sedentary. This paper concludes that obesity is not a disease, the evidence highlights a clear correlation that in the last 60 years, changes in food and physical exercise have resulted in a significant increase of obesity cases. It is therefore recommended that more research is done in reducing sugar in foods and encouraging societies to exercise more.

[765 words]

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Outline #1

Make notes using this outline to plan an essay on: 'Is obesity a disease?'

Introduction	
General	
Specific	
Outline	
Thesis	

No - *write your ideas and support*
1) **Point / idea:** support
2) **Point:** support
3) **Point** support

Yes - *write your ideas and support*
1) **Point / idea:** support
2) **Point:** support
3) **Point** support

Conclusion	
Summary:	
Thesis	
Recommendation	

Outline #2

Use these ideas to write a two-sided argument on: 'Is obesity a disease?'

Introduction	
General	last 60 years, societies changed significantly /cars/ watching TVs, video games / eating out.
Specific Definition	New trends = more overweight. Obesity definition = being overweight =affects your health, 1:3 US obese (TOS, 2015). eating too much +not enough exercise. Others = a disease such as a virus or a cancer but also genetic .
Outline	This essay will discuss the arguments on both sides and conclude
Thesis	Obesity = connected to over eating and sedentary lifestyles.

Yes

1. Evidence of a 'disease'.

- The American Medical Association's (2013), three criteria: 1. 'an impairment of the normal functioning of some aspect of the body'; 2. 'characteristic signs and symptoms'; and 3. 'harm or morbidity'. Obesity is a disease.
- The government medical groups Food and Drug Administration (FDA), the American Heart Association, the American College of Cardiology, and the Obesity Society, = it is a disease

2.Genetic

- A disease= obesity is sickle-cell anemia and Tay-Sachs, human inherited disorders.
- Stunkard et al., (1990) research highlighted obesity can be inherited like height.
- Study by Tran et al (2013) linked "fat mass and obesity association" to genes.

3.Historically a disease

- 17th Century, physician Thomas Sydenham (1624-1689) wrote, "Corpulency [obesity] may be ranked amongst the diseases arising from original imperfections in the functions of some of the organs." (Allison et al, 2008).

NO

1.Preventable

- Nestle (2000), obesity = smoking and drinking alcohol = over- indulgence
- Overeating + no exercise = heart disease, cancers and respiratory problems.
- Obesity alone is not a disease but the effects can be.

2.Eating too much. • Bridges' (2011) study calorific intake man and woman = 22% over the recommended figure • US 1:3 overweight & 1:6 are obese =over-consumption of food. (ibid) • No connection with genetic disorders and obesity, therefore disproving original research that obesity was genetic (Greenhill, 2015).
3.Sedentary lifestyle • NHS survey & report obesity = sugar in food, more availability of convenience foods and a change in lifestyles. • People spend time commuting, sitting in front of a computer, watching television, playing video games, and generally exercising less (Rolls, 2007). • In 1960 50% of jobs = physical activity compared to 20% 2011.

Conclusion	
Summary:	The arguments for valid = research genetic tendencies / historical evidence, the arguments against = easily preventable, eating more, & more sedentary.
Thesis	Obesity is not a disease, = in last 60 years, changes in food and physical exercise
Recommendation	Research in reducing sugar in foods and encouraging societies to exercise more

Outline #3

Read the essay on: 'Is obesity a disease?' Fill in the outline (basic notes only

Introduction	
General:	
Specific:	
Outline:	
Thesis:	

Yes – *find the main points and support*
1)_____ • • •
2) _____ • • •
3) _____ • • •

No– *find the main points and support*
1)_____ • •
2) _____ • • •
3) _____ •

Conclusion	
Summary:	
Thesis:	
Recommendation:	

Outline #4 ANSWERS

Introduction	
General	last 60 years, western societies have changed significantly. people in cars, families watching TVs, video games & eating out.
Specific Definition	New trends have resulted in individuals becoming more overweight. Obesity, defined as being overweight to the extent that it affects your health, Epidemic with one in three Americans being obese (TOS, 2015). Many people = eating too much and not enough exercise. others= a disease such as a virus or a cancer but also genetic .
Outline	This essay will discuss the arguments on both sides and conclude
Thesis	Obesity is **not** a disease or genetic but solely connected to over eating and sedentary lifestyles..

Yes

1. Evidence of a 'disease'.

- The American Medical Association's (2013), three criteria: 1. 'an impairment of the normal functioning of some aspect of the body'; 2. 'characteristic signs and symptoms'; and 3. 'harm or morbidity'.
- The government medical groups Food and Drug Administration (FDA), the American Heart Association, the American College of Cardiology, and the Obesity Society, have identified obesity as a disease (ibid).

2.Genetic

- A disease= genetic (sickle-cell anemia and Tay-Sachs), and as such is classified as a disease.
- Stunkard et al., (1990) research highlighted that obesity can be inherited like height.
- recent study by Tran et al (2013) linked "fat mass and obesity association" (FTO) gene.

3.Historically a disease

- 17th Century, physician Thomas Sydenham (1624-1689) wrote, "Corpulency [obesity] may be ranked amongst the diseases arising from original imperfections in the functions of some of the organs." (Allison et al, 2008).

NO
1.Preventable • Nestle (2000), obesity is comparable to smoking and drinking alcohol in that over indulgence can create health risk. • Overeating and lack of exercise increase all known associated risk factors such as heart disease, cancers and respiratory problems. • Obesity alone is not a disease but the effects can be.
2.Eating too much. • Bridges' (2011) study calorific intake man and woman = 22% over the recommended figure of 1,800 calories for women & 2,200 calories for men. • Concluded US 1:3 overweight & 1:6 are obese =over-consumption of food. • no connection with genetic disorders and obesity, therefore disproving original research that obesity was genetic (Greenhill, 2015).
3.Sedentary lifestyle • NHS survey & report obesity linked to sugar in food, more availability of convenience foods and a change in lifestyles**.** • Compared to 40 years ago, people today spend more time commuting, sitting in front of a computer, watching television, playing video games, and generally exercising less (Rolls, 2007). • In 1960 50% of jobs required moderate physical activity compared to just 20% of jobs in 2011.

Conclusion	
Summary:	the arguments for valid = professional bodies endorse this statement, it has genetic tendencies & has historical evidence, the arguments against = easily preventable, eating more, & more sedentary.
Thesis	Obesity is not a disease, the evidence = a clear correlation in last 60 years, changes in food and physical exercise have resulted in a significant increase of obesity cases.
Recommendation	more research is done in reducing sugar in foods and encouraging societies to exercise more

Writing a two-sided argument essay

Topic: Social Media

Argument: *'Is social media a benefit for society?'*
Type: Academic [8 sources]
Level: ***** [B2/C1]

Lesson Plan

Aim: *to develop the students' ability to generate main ideas with support and write a two-sided argument.*

3 types of lessons (writing x2 / reading)

1.Writing

- Ask Students to discuss *'Is Social media a benefit for society?'*
- Write down the reasons for 'yes' and 'no'
- Feed in / check key vocabulary (see next page)

Free Writing #1: [give out Outline #1] Students choose 2/3 of the positives / negatives discussed and add support. Go to introduction and fill the ideas of general, specific, outline, thesis, then to conclusion. Write the essay and students check ideas against the text [they could do the Reading Exercise]

Guided Writing #2: [give out Outline #2] Students read the outline with the basic points and then write the essay around these ideas. Then compare to the text.

Marking Student's work:
Use marking code: www.academic-englishuk.com/error-correction

2.Reading

5. Give out text and Outline #3. Students read the essay and write down the key points and support in the structured outline [the bullet points relate to each piece of support]. Students check answers with Outline #4.

Is social media a benefit to society?

C. Wilson (2017)

Key vocabulary

Check this vocabulary before you read

1. Popularity
2. Biographical profiles
3. Proponents
4. To facilitate political change
5. A frivolous activity
6. Traditional media
7. A wider pool of employees
8. Capabilities
9. Participation
10. Isolated generation
11. To distinguish
12. Privacy
13. To infringe copyrights
14. Piracy
15. Addictive
16. To affect personality
17. The real world
18. Low self-esteem
19. Loneliness
20. Face-to-face interaction
21. To be blamed
22. To combat the negatives

Is social media a benefit to society?

C. Wilson (2017)

Social media has exploded in the last 10 years. In fact, the popularity of sites like Facebook, Instagram, Twitter and LinkedIn have grown by 36% since 2008 (Jordan, 2015). On social sites users create biographical profiles, communicate with friends and strangers and share thoughts, photos and similar media. Proponents of social networking sites claim that online communities increase interaction with friends and family, share valuable information and facilitate social and political change. Opponents of social networking state that sites prevent face-to-face communication, waste time on frivolous activity and alter behaviour. This essay will examine both the arguments for and against whether social media is good for society, and put forward the proposal that it is beneficial for society. For the purpose of this paper, social networking sites (SNS), social media sites (SMS), and social networks (SN) will be used inter-changeably but will carry the same meaning.

There is a significant amount of evidence that supports the notion of social media being a benefit for society. This first main benefit is that social media sites spread information faster than any other media. Recent research by Kidwali & Imperatore (2016) highlight that over 50% of people learn about breaking news from SMS and more importantly 65% of traditional media journalists and editors use sites like Facebook and LinkedIn for story research. A second significant benefit is that social media is an effective method of creating employment. Employers use social networks to advertise or find employees because they offer a wider pool of applicants and more efficient searching capabilities. To illustrate this point, 64% of companies are on two or more social networks and over 89% of these companies hired through LinkedIn (Wolburg, 2015). A final point is that SMS are a benefit for the economy. This divides into two main areas of political and financial. In the political arena, SNS have increased voters' participation. Facebook users have reported that communication between friends on political issues and campaigns have aroused more interest and been more persuasive in encouraging people to vote than in the past. For example, during the recent Brexit votes (in the UK, 2016), the readily available information and sharing of views on Social sites encouraged 20% more people to vote (The Economist, 2016). With regards to the financial benefits of SMS, the SN industry generates up to £1.3trillion to the economy every year (ibid) and provides thousands of jobs. Overall, the immense amount of available information shared and positive benefits for the economy highlight the significance of SNS.

There is also evidence that suggests SNS are not beneficial to society and in fact are weakening communities and creating an isolated generation. The first main detrimental effect of SNS is information sharing. Much of the information being shared on these sites is not always true, but people's personal opinions written as facts. As a consequence, it can be difficult to distinguish the difference. Many social network users fail to realise that SNS lack privacy controls and any personal information posted can be accessed and used by anyone. In a recent survey by Boyd & Hargittai (2015), 13 million Facebook users were unaware of Facebook's privacy policy. Of course sharing media content information such as video, music and documents can infringe copyrights and cause artists, musicians and writers to lose income. It has been estimated that over £10bn is loss through SN piracy (CSIS, 2014). The

second serious effect is SNS are addictive. Young people in particular waste hours of time sending messages, checking for replies and updating profiles. Bruns (2015) estimates that the average 18-year old spends up to 4 hours a day on SMS and cites recent research which has highlighted that two thirds of teachers claim heavy SN use can be permanently distracting and affect grades at school. The final negative associated with SNS is it affects personality and behaviour. In terms of personality, constantly interacting on SNS can create social isolation as users become less connected to the real world. This can lead to a higher risk of depression, low self-esteem and loneliness (Stejin, 2014). In fact, too much communication online is changing behaviour and reducing the ability to spend time interacting face-to-face with family and friends. Family's spend 50% less time together than they did 10 years ago and SNS are being blamed for this (ibid). In sum, the negatives of information sharing, being highly addictive and changes in personality are the main reasons against a benefit to society.

In conclusion, it is true that there are many negatives connected to SMS, however, the main benefits of improving the economy financially and politically far outweigh those negatives. Countries need economic growth to create prosperity and more opportunities for employment, this can be done through SMS. It is therefore recommended that to combat the negatives, SMS need stronger regulations on sharing copyrighted materials and more advice and help for those who have become isolated.

800 words

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Outline #1

Make notes using this outline to plan an essay on: 'Is social media a benefit for society?'

Introduction	
General	
Specific	
Outline	
Thesis	

Positives - *write your ideas and support*
1) **Point / idea:** support
2) **Point:** support
3) **Point** support

Negatives - *write your ideas and support*
1) **Point / idea:** support
2) **Point:** support
3) **Point** support

Conclusion	
Summary:	
Thesis	
Recommendation	

Outline #2

Use these ideas to write a two-sided argument on: 'Is social media a benefit for society?'

Introduction	
General	Social media >10 years. Social media sites > 36% since 2008. Activities = profiles, communicate & sharing thoughts, photos. (Jordan, 2015).
Specific	Proponents > interaction friends & family, share info and help change. Opponents prevent face-to-face comm., waste time & behaviour
Outline	Examine both the arguments for & against
Thesis	beneficial for society.
Clarify terms	(SNS), (SMS), (SN) used inter-changeably carry the same meaning.

Positives
1) **Spread information faster** (than any other media) • >50% of people learn news (Kidwali & Imperatore, 2016) • media journalists for story research.
2) **Effective method of creating employment**. • Employers advertise or find employees = wider applicants & search. • 64% of companies have two+ social networks • 89% companies hired through LinkedIn (Wolburg, 2015)
3) **Economy. political and financial.** • increased voters' participation. • Facebook = interest / persuasive in voting • Social media =20% more people to vote in Brexit (The Economist, 2016). • SN industry = £1.3trillion & thousands of jobs.

Negatives
1) information sharing. • information not always true, & opinions written as facts. • SNS lack privacy controls accessed and used by anyone. • 13 million Facebook users unaware of Facebook's privacy policy (Boyd & Hargittai, 2015). • Infringe copyrights & artists etc. / lose income. / Piracy cost = £10bn (CSIS, 2014).
2) Addictive. • Young people = waste hours of time (profiling, messages, etc…) • 18-year old = 4 hours a day (Bruns, 2015) • Two thirds of teachers claim SM affect grades at school.
3) Personality and behaviour. • Social isolation • Depression, low self-esteem and loneliness (Stejin, 2014). • Reduce interacting face-to-face with family and friends. • Family's spend 50% less time than 10 years ago

Conclusion	
Summary:	Lots of negatives to SMS, main benefits = economic and political
Thesis	Countries need economic growth SM is good
Recommendations	SMS = stronger regulations on sharing copyrighted materials & more advice for isolated.

Outline #3

Read the essay on: 'Is social media a benefit for society?'' Fill in the outline (basic notes only)

Introduction	
General	
Specific	
Outline	
Thesis	
Clarity of terms	

Positives - *find the main points and support*
1) _____ • • •
2) _____ • • •
3) _____ • • • •

Negatives - *find the main points and support*
1) _____ • • • •
2) _____ • • •
3) _____ • • • •

Conclusion	
Summary:	
Thesis:	
recommendations	

Outline #4 ANSWERS

Introduction	
General	Social media has exploded last 10 years. popularity of sites grown by 36% since 2008. Profiles, communicate & sharing thoughts, photos. (Jordan, 2015).
Specific	Proponents > interaction friends & family, share info and facilitate change. Opponents prevent face-to-face comm., waste time & behaviour
Outline	Examine both the arguments for & against
Thesis	Put forward the proposal that it is beneficial for society.
Clarify terms	(SNS), (SMS), (SN) used inter-changeably carry the same meaning.

Positives
1) **Spread information faster** (than any other media) • >50% of people learn about breaking news (Kidwali & Imperatore, 2016) • media journalists for story research.
2) **Effective method of creating employment**. • Employers advertise or find employees = wider applicants & searching capabilities. • 64% of companies are on two or more social networks • 89% of these hired through LinkedIn (Wolburg, 2015)
3) **Economy. political and financial.** • increased voters' participation. • Facebook aroused more interest / persuasive in voting than in the past. • Brexit votes encouraged 20% more people to vote (The Economist, 2016). • SN industry generates up to £1.3trillion provides thousands of jobs.

Negatives
1) information sharing. • information not always true, but people's personal opinions written as facts. • SNS lack privacy controls accessed and used by anyone. • 13 million Facebook users were unaware of Facebook's privacy policy (Boyd & Hargittai, 2015). • Infringe copyrights & artists etc. lose income. Piracy cost £10bn (CSIS, 2014).
2) Addictive. • Y/P waste hours of time sending messages, checking and updating profiles. • 18-year old spends up to 4 hours a day (Bruns, 2015) • two thirds of teachers claim SM affect grades at school.
3) Personality and behaviour. • social isolation less connected to the real world. • higher risk of depression, low self-esteem and loneliness (Stejin, 2014). • reducing interacting face-to-face with family and friends. • Family's spend 50% less time >10 years ago

Conclusion	
Summary:	>negatives to SMS, however, the main benefits of improving the economy financially and politically far outweigh those negatives.
Thesis	Countries need economic growth to create prosperity and more opportunities for employment, this can be done through SMS
Recommendations	SMS need stronger regulations on sharing copyrighted materials and more advice and help for those who have become isolated.