

Writing a one-sided argument (persuasive) essay

Topic: The British High Street EXAMPLE

Argument: *The British High Street is dying.*

Type: General

Level: ****[B1/B2]

Lesson Aim

To develop the students' ability to generate main ideas with support and write a one-sided argument (persuasive) essay.

Lead in

- Students briefly discuss the following questions: Do you enjoy shopping? What kinds of things do you enjoy buying? Do you prefer shopping in a physical shop or online? Have you ever been to a British high street? What did you think of it?
- Ask students if they think the high street is in decline?
- Students make a note of arguments in support of the question (The British high street is dying) & in opposition (The British high street is not dying).
- Feed in / check key vocabulary (see next page).

Assumptions

- Students already know what a one-sided argument (persuasive) essay is. If not go here: www.academic-englishuk.com/one-sided-argument-essays
- Students already know what a block or a point-by-point essay structure is. If not, go here: <https://www.academic-englishuk.com/essay-structure>
- Students already know what a thesis statement is. If not, go here: <https://www.academic-englishuk.com/thesis-statements>

Writing

1. Distribute **essay question: Do you agree that the British high street is dying?**
2. Students discuss what the essay is asking them to do.
3. Whole class feedback.
4. Students discuss & decide how they wish to structure their essay (block or point-by-point).
5. Distribute **outline#1 block** (blank) or **outline#2 point-by-point** (blank). Students decide on stance & complete outline.
6. Students write a 600-800 word essay. Allow 1.30 hours.
7. Feedback options: i. Peer feedback (**Checklist** included) ii. Distribute **outlines#3 block & 4 point-by-point** (completed) & **model essays x 2** (wordcount: block 657; point-by-point 583) for students to compare. iii. Take in and mark. Use marking code: www.academic-englishuk.com/error-correction

Scaffolding/Differentiation/Extra

- Students use **outlines#3 & 4** (completed) to write the essay.
- Reading activity: students read essays & complete **outlines#5 & 6**.

Copyright: These materials are photocopiable but please leave all logos and web addresses on handouts. Please don't post these materials onto the web. Thank you

The High Street

Key vocabulary

1. Retail, [REDACTED]
2. 17th century.
3. [REDACTED]
4. Business rates.
5. Rent.
6. Negative [REDACTED]
7. Warehouse.
8. To [REDACTED].
9. To be in decline, to decline.
10. To be in transition.
11. To be [REDACTED].
12. To be costly.
13. Independent [REDACTED]
14. Sector.
15. Public [REDACTED].
16. Service sector.
17. Proportion.
18. [REDACTED].
19. Trampoline.
20. [REDACTED].

Copyright: www.academic-englishuk.com

Outline #1 Block

Use this outline to plan an essay on: **Do you agree that the British high street is dying?**

Introduction	
General	
Specific	
Thesis	

Counter-arguments (opposite views to yours) - write your ideas and support	
1.Point:	
Support:	
Support:	
2.Point:	
Support:	
Support:	

Arguments (your views that support your thesis) - write your ideas and support	
1.Point:	
Support:	
Support:	
2.Point:	
Support:	
Support:	

Conclusion	
Summary	
Thesis	
Suggestion or prediction	

Outline #2 Point-by-point

*Use this outline to plan an essay on: **Do you agree that the British high street is dying?***

Introduction	
General	
Specific	
Thesis	

Counter-argument, Transition – Rebuttal Arguments.	
1. Counter-argument: Support: Support:	
However, rebuttal argument: Support: Support:	

Counter-argument, Transition -Rebuttal Arguments.	
2. Counter-argument: Support: Support:	
However, rebuttal argument: Support: Support:	

Conclusion	
Summary	
Thesis	
Suggestion or prediction	

Outline #3 Block (completed)

Use this outline to plan an essay on: Do you agree that the British high street is dying?

Introduction	
General	High street shopping = part of the British [redacted] since the 17 th century. [redacted] of British life is now changing.
Specific	Rise in online shopping & high rents and business rates = [redacted] on the high street. Many department [redacted] are [redacted] closing altogether.
Thesis	This essay argues that the high street is not dying but in transition.

Counter-arguments (opposite view to yours) - write your ideas and support	
1.Point: Increasing cost of retail space = decline in high street.	
<ul style="list-style-type: none"> • Business rates & rent = [redacted] independent retailer. • Many businesses ([redacted]) downsized or closed in 2019 - (Localdatacompany, 2019). • [redacted]. 	
2.Point: Online shopping = decline in high street.	
<ul style="list-style-type: none"> • Convenient, [redacted] (Bacon, 2013). • Proportion of users shopping online = [redacted] (ONS, 2019). • Proportion of all retailing [redacted] in October 2019 (ibid). 	

Arguments (your views that support your thesis) - write your ideas and support	
1.Point: Recognises effects but believes high street is just changing.	
<ul style="list-style-type: none"> • Decrease in retail but [redacted]. • Accommodation and food, health, education and public administration (8%) & other [redacted] (ONS, 2019). • Many new jobs created. E.g. customer [redacted] (FT, 2019). • [redacted] old businesses so high street is making a comeback. 	
2.Point: Still a need for high street as not everything can be bought online.	
<ul style="list-style-type: none"> • Service sector – [redacted]. • Dry cleaners, nail bars, hair & beauty salons, [redacted]. • New oppos. [redacted] = climbing walls, escape centres, trampoline parks. • Other businesses: [redacted] workspaces – also seen in some areas. • Examples show – the high street is not over, but [redacted] now. 	

Conclusion	
Summary	British high street - [redacted] of large chain stores and small retailers. Overheads and online shopping to blame. [redacted].
Thesis	High street – still [redacted] a state of transition.
Prediction	The [redacted] still be part of our heritage but will [redacted] alongside the British consumer, [redacted] business ideas.

Outline #4 Point-by-Point (completed)

Make notes using this outline to plan an essay on: **Do you agree that the British high street is dying?**

Introduction	
General	High street shopping = part of the British [redacted] since the 17 th century. [redacted] of British life is now changing.
Specific	Rise in [redacted] & high rents and business rates = [redacted] on the high street. Many department [redacted] are [redacted] closing altogether.
Thesis	This essay argues that the high street is not dying but in transition.

Counter-argument. Transition – Rebuttal Argument.

1. Counter-argument: Increasing cost of retail space = decline in high street.

- Business rates [redacted] for independent retailer.
- Many businesses downsized or closed [redacted], 2019).
- Many [redacted].

However, rebuttal argument. Recognises effects but believes high street is just changing.

- Decrease in [redacted] other sectors.
- Accommodation and food (20%), health, education [redacted] & other service [redacted], 2019).
- Many new jobs created. E.g. [redacted] (FT, 2019).
- [redacted] replacing old businesses so high street is making a comeback.

Counter-argument. Transition -Rebuttal Argument.

2. Counter-argument: Online shopping = decline in high street.

- Convenient, [redacted] (Bacon, 2013).
- Proportion of users shopping [redacted] (ONS, 2019).
- Proportion [redacted] in October 2019 (ibid).

However, rebuttal argument. Still need for high street as not everything can be bought online.

- Service sector – [redacted].
- Dry cleaners, nail bars, hair & beauty salons & [redacted].
- New oppo [redacted] =climbing walls, escape centres & trampoline parks.
- Other changes: [redacted] – also seen in some areas.
- Examples show – the high street is not over, but people want different things now.

Conclusion

Summary	British high street - [redacted] of large chain stores and small retailers. Overheads and online shopping to blame. [redacted].
Thesis	High street – still [redacted] a state of transition.
Prediction	The [redacted] still be part of our heritage but will [redacted] alongside the British consumer, [redacted] business ideas.

Do you agree that the British high street is dying?

Block

High street shopping has been part of the British [REDACTED], but this once vibrant sector of British life is seeing a number of changes. The rise in online shopping as well as [REDACTED] are having a negative impact on the high street and this has led to many department stores and independent [REDACTED]. Although [REDACTED] is seriously in decline, this essay argues that it is in fact in transition.

There are two reasons that have been put forward in support of the high street dying. The first reason cited for the [REDACTED]. Both business rates and rents have to be paid and these can prove to be costly, especially for the independent retailer. [REDACTED] number of retail units [REDACTED], 2,868 shops closed down (Localdatacompany, 2019), which is an average of sixteen per day. This is claimed to have had a negative impact [REDACTED] a large number of jobs being lost in this sector. The second reason proposed is the increase in online shopping. Being able to purchase the items [REDACTED] comfort of one's own home [REDACTED] argued to be convenient, quicker and cheaper (Bacon, 2013). Therefore, the number of consumers shopping [REDACTED]. According to the ONS (2019) the proportion of users shopping online in 2019 was 82%, and the proportion of all [REDACTED] October alone [REDACTED] demonstrate that although there are clearly changes taking place on the high street, it is possible this is just a natural part of evolution.

With reference to the high [REDACTED] for the decrease in the retail sector, although this seems to have had a negative impact on the high street, there is evidence that the number of [REDACTED] and food has seen an increase by 20%, health, education and public administration has increased 8% and other service industries 42% (ONS,2019). With this increase, new jobs have been [REDACTED] consumer service jobs have been created (FT, 2019) in the last seven years. Thus, the high street is not dying, it is in the [REDACTED] being replaced by new. In [REDACTED] online shopping being a contributing factor in the death of the high street, although British people are increasing their online presence, they [REDACTED] be bought online. The service sector is still needed and there has been growth in this area. Dry cleaners, nail bars, [REDACTED] and ice-cream parlours [REDACTED] as new opportunities for alternative businesses such as climbing walls, escape centres and trampoline parks. Other opportunities like [REDACTED] and green spaces are also changes that are seen in some areas and these are likely to grow in the future. These examples [REDACTED] but adapting, and [REDACTED], to our ever-changing needs.

In conclusion, the British high street has been in decline with a number of large chain stores and small retailers closing, [REDACTED] and online shopping have played a role in this decline. However, at the same time other sectors have seen [REDACTED] sector, so it is [REDACTED] dying but currently going through a state of transition. The high street of the future will still very much [REDACTED] evolved [REDACTED] consumer, technological advances and innovative business ideas.

[657 words]

References

Bacon, J. (2013). Rebooting Britain's high streets. *Marketing Week*. 24-26.

Eley, J. and Wright, R. (2019). How the crisis in [REDACTED]. *The Financial Times*. Online. Available at: <https://www.ft.com> [Accessed 1st May 2020].

Localdatacompany (2019). *Store closures [REDACTED] net decline in testing retail climate*. Available at: <https://www.localdatacompany.com> [Accessed 1st May 2020].

Office for National Statistics. (2019). *High Streets in Great Britain*. Available at: <https://www.ons.gov.uk/peoplepoulationandcommunity> [Accessed 1st May 2020].

Copyright: www.academic-englishuk.com

Do you agree that the British high street is dying?

Point-by-point

High street shopping has been part of the British [redacted], but this once vibrant sector of British life is seeing a number of changes. The rise in online shopping as well as [redacted] are having a negative impact on the high street and this has led to many department stores and independent [redacted]. Although [redacted] is seriously in decline, this essay argues that it is in fact in transition

One reason put forward for the decline in the high street is the increasing cost of retail space. Both [redacted] and these can prove to be costly, especially for the independent retailer. This is evidenced by the number of [redacted] months of [redacted] down (Localdatacompany, 2019), which is an average of sixteen per day. This is claimed to have had a negative [redacted] with a large number of jobs being lost in this sector. However, it could be the case that the high street is just [redacted] a decrease in the retail sector, the number of other businesses has risen. Accommodation and food has seen [redacted] and public administration has increased 8% and other service industries 42% (ONS,2019). With this increase, new jobs [redacted] and consumer service jobs have been created (FT, 2019) in the last seven years. Thus, the high street is [redacted] of change with old businesses being replaced by new.

It has also been suggested that online shopping is greatly responsible for the decline of the high street. Being able to [redacted] you desire from [redacted] having these items delivered is argued to be convenient, quicker and cheaper (Bacon, 2013). Therefore, the number of [redacted] increasing each year. The proportion of users shopping online was 82% in 2019 (ONS, 2019) and the proportion [redacted] was [redacted], even though the British people are increasing their online presence, not everything can be bought online. The service sector is still needed [redacted] has been growth in this area. [redacted], barbers and ice-cream parlours are all growing areas as well as new opportunities for alternative businesses such as climbing walls, [redacted] opportunities like pop up spaces, flexible workspaces and green spaces are also changes that are seen [redacted] likely to grow on the future. These examples show that the high street is not dying but adapting, and will [redacted]-changing needs.

In conclusion, the British high street has been in decline with a number of large chain stores and small retailers closing, [redacted] and online shopping have played a role in this decline. However, at the same time other sectors have seen [redacted] sector, so it is [redacted] dying but currently going through a state of transition. The high street of the future will still very much [redacted] evolved [redacted] consumer, technological advances and innovative business ideas.

[583 words]

References

Bacon, J. (2013). Rebooting Britain's high streets. *Marketing Week*. 24-26.

Eley, J. and Wright, R. (2019). How the [REDACTED]. *The Financial Times*. Online. Available at: <https://www.ft.com> [Accessed 1st May 2020].

Localdatacompany (2019). *Store closures hit [REDACTED] net decline in testing retail climate*. Available at: <https://www.localdatacompany.com> [Accessed 1st May 2020].

Office for National Statistics. (2019). *High Streets in Great Britain*. Available at: <https://www.ons.gov.uk/peoplepoulationandcommunity> [Accessed 1st May 2020].

Copyright: www.academic-englishuk.com

Peer Feedback Checklist

One-sided argument (persuasive) essay

Rationale: Improve your own writing skills by identifying the following features in your partner's essay.

Task: Read your partner's essay and complete column three in the table below.

Introduction:	Yes/No/Not sure
What the topic is and why it is important.	
Definition (if needed).	
Specific information about the topic.	
The context (if needed).	
A thesis statement.	
Main Body:	Answer Questions
How many paragraphs are there?	
Which structure has been used?	
Are both counter-arguments & arguments included?	
Has the student used counter-argument & argument language correctly?	
Has the student linked the main body to the essay question and thesis?	
Conclusion:	Yes/No/Not Sure
Is there a summary of the key points?	
Does it answer the essay question & is the thesis restated?	
Does it end with a prediction or suggestion?	

Reading Exercise: Outline #5 Block

Fill in this outline for the essay on: **Do you agree that the British high street is dying?**

Introduction	
General	
Specific	
Thesis	

Counter-arguments (opposite views)	
1.Point:	
Support:	
Support:	
2.Point:	
Support:	
Support:	

Arguments (views that support the thesis)	
1.Point:	
Support:	
Support:	
2.Point:	
Support:	
Support:	

Conclusion	
Summary	
Thesis	
Suggestion or prediction	

Reading Exercise: Outline #6 Point-by-point

Fill in this outline for the essay on: Do you agree that the British high street is dying?

Introduction	
General	
Specific	
Thesis	

Counter-argument, Transition – Rebuttal Arguments.	
1. Counter-argument:	
Support:	
Support:	
However, rebuttal argument:	
Support:	
Support:	

Counter-argument, Transition -Rebuttal Arguments.	
2. Counter-argument:	
Support:	
Support:	
However, rebuttal argument:	
Support:	
Support:	

Conclusion	
Summary	
Thesis	
Suggestion or prediction	