



Persuasive arguments

Read this example of informative and persuasive writing.

1 Homes for others

Every living creature has a place where it feels at home. Polar bears are at home in the Arctic; lions are at home in the African grasslands. The place where a creature feels at home is called its natural habitat. You feel at home in your own house. You have safe food to eat and you may know your neighbors, even if you are not friends with all of them. It is the same for all other creatures. Their natural habitat is a place where they and their ancestors have lived for perhaps millions of years. They are used to the climate and the other species in the same habitat. Very often wild creatures can only live in one sort of habitat. Conservationists began by saving species which were threatened by stopping hunting, poaching, or overfishing. Now, people realize that saving a species is not enough. Its home has to be saved as well. Natural habitats are in danger everywhere. When people cut down forests or drain swamps the creatures which lived in those habitats may have nowhere else to go.



2 Why conserve?

We are faced with an important decision. We know that thousands of different species are threatened with becoming extinct. Once they are gone, they will never come back. There are probably thousands more in existence that we don't know about because we haven't discovered them yet. Conservation can save some of these species, but costs money and affects people's lives. Why should we bother with it?



3 Looking after ourselves

We need the other creatures in the biosphere because they provide us with food, building materials, fuel, and medicine. However we must use these carefully and sparingly. If we destroy the biosphere because we are greedy or just stupid, then we will die out ourselves. If we look after it, we shall survive, and so will all the other creatures. So conserving the biosphere means looking after ourselves.



From *Endangered Earth* by Jerome Bruner



What effect do you think the headings of the paragraphs have on the reader?
