

## LESSON 3.3

### PERSUADING PARKER'S PARTY PLACE



#### Objective:

In this activity, students will use persuasive communication methods to contact a local retailer to educate and encourage them to shift to more sustainable practices.

Note: Environmental science and marine debris is an interdisciplinary field. Scientists need to use effective communication techniques to educate the public about their research in order to result in community behavior change. This lesson presents an opportunity to align and work with english language arts standards and teachers.

#### Instructions:

- As a class or in small groups, have students inspect balloons and other materials to think about their different characteristics.
  - Use the Marine Debris Entanglement and Ingestion lessons if students have questions about the risk of discarded balloons.
- As a class, review the Virginia Coastal Zone Management Program's [Joyful Sendoff Campaign](#) and discuss alternatives to balloons and balloon releases.
- Have students find 2-3 additional sources of information on plastic pollution, using the [PBS.org Research Guide](#) as needed.
- Have students read the case study of Parker's Party Place.
- Review the Persuasive Communications Tipsheet (and additional video if needed) as a class.
- Students will complete the Persuasive Communication Activity to suggest alternative products for Parker to promote at his store.

| GRADE LEVEL   | TIME  |
|---|---|
|  |  |
| 3-5, 6-8, 9-12  | 60-90 MINUTES   |



#### Materials:

- Examples of different types of balloons and associated materials - latex balloon, mylar balloon, ribbon, etc.
- Virginia Coastal Zone Management Program's [Joyful Sendoff Campaign](#)
- Parker's Party Place Case Study
- Persuasive Communications Chart
- Additional Resource: [Texas A&M University Writing Center - Ethos, Pathos, Logos](#)
- Persuasive Communications Sheet

Marine Debris Entanglement and Ingestion lesson plans:

- [All Tangled Up](#) - a lesson on marine debris entanglement.
- [Eating Plastic is a Deadly Meal](#) - a lesson on marine debris ingestion



#### Learning Standards:

ELA: WHST1, WHST7

SCI:

5-ESS3-3, MS-ESS3-3 HS-ESS3-3

SS: 8.8.c, 10.9.a, 10.9.b

GLLP: 6



Name: \_\_\_\_\_

Class: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

### PARKER'S PARTY PLACE

**P**arker's Party Place is a local store that sells party supplies including balloons. Parker's family started their business many years ago and they rely on the store to support themselves and the families of their employees through their successful business. Most people in the community shop for supplies and balloons at Parker's Party Place when planning to host special events, parties, and weddings.

Recently, you have learned that unfortunately, sometimes the balloons sold at Parker's Party Place end up in the environment. Occasionally, the balloons are accidentally released as Parker transports them from the shop to the event or at outdoor events. Other times, people release the balloons on purpose during their celebration. Once the balloons are in the environment, they do not break down and they can get stuck in trees or washed up on the beach. Balloons have even tangled up animals and have been eaten by wildlife. Research scientists have found that these balloons that have been released intentionally or accidentally are injuring or even killing some of these animals.

While you love shopping at Parker's Party Place and you want to continue supporting this business, you also love to spend time at the beach and see healthy animals and clean water. You are concerned about the impacts that the balloons sold at Parker's Party Place are having on your community's environment. You have even read that one of Parker's largest customers, the local aquarium, is considering no longer purchasing balloons from Parker's Party Place due to the impact the balloons are having on the environment and wildlife.

Your community wants Parker to stop selling balloons but does not want to affect the business or its employees. You have volunteered to lead an effort to educate Parker's Party Place about the harmful impacts of the balloons and promote the idea that Parker considers selling alternatives to balloons that customers can purchase instead.

# Plastic Pollution and You

## PERSUASIVE COMMUNICATIONS SHEET 1

Name: \_\_\_\_\_

Class: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Use the Three Appeals to develop a convincing argument to Parker's Party Place to change their business practices.  
At the bottom of this chart, put your ideas on how you can use each appeal.

| Ethical Appeal  | Emotional Appeal  | Logical Appeal  |
|---|---|---|
| <p>Make your argument by...</p> <ul style="list-style-type: none"> <li>Establishing your credibility</li> <li>Establishing your trustworthiness</li> <li>Appealing to widely accepted moral values</li> </ul> | <p>Make your argument by...</p> <ul style="list-style-type: none"> <li>Telling personal stories (Anecdotes)</li> <li>Sharing personal beliefs ("I think", "I believe", "I feel")</li> <li>Using words, phrases, or images that evoke emotion – fear, excitement, sadness, joy</li> <li>Using figurative language (simile, metaphor) that stirs an audience's feelings</li> <li>Making a call to action</li> </ul> | <p>Make your argument using...</p> <ul style="list-style-type: none"> <li>Facts, statistics, and definitions</li> <li>References to history or the past</li> <li>Quotes from experts and authorities</li> <li>Cause and effect statements (If..., then...)</li> <li>Research results</li> </ul> |
| <p>This approach will...</p> <ul style="list-style-type: none"> <li>Demonstrates the author's reliability and competence</li> <li>Shows respect for the audience's ideas and moral values</li> </ul>          | <p>This approach will...</p> <ul style="list-style-type: none"> <li>Evoke an emotional response</li> <li>Can lead to an irrational response if not used carefully</li> </ul>  | <p>This approach will...</p> <ul style="list-style-type: none"> <li>Evokes a rational, reasonable response</li> <li>Provide evidence and proof to support your argument</li> </ul>  |
| <p>1.</p> <p>2.</p> <p>3.</p>   | <p>1.</p> <p>2.</p> <p>3.</p>   | <p>1.</p> <p>2.</p> <p>3.</p>   |

# Plastic Pollution and You

## PERSUASIVE COMMUNICATIONS SHEET 2

Name: \_\_\_\_\_

Class: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

After reading the case study of Parker's Party Place and reviewing the Persuasive Communications Tipsheet, write a persuasive communication (ie: letter, email, etc.) to the party store to educate them about how balloons become marine debris, provide examples of alternative products, and persuade them to consider selling environmentally friendly alternatives to balloons.

Your communication should include: an introduction, your claim, at least 3 reasons and relevant evidence, at least 1 alternative solution or design, and a concluding statement (approximately 7 sentences total).

Describe: How do balloons become marine debris and what is their impact on the environment?

Brainstorm: What are some alternative design solutions to balloons that would not become marine debris?

# Plastic Pollution and You

# PERSUASIVE COMMUNICATIONS

## SHEET 3

Name: \_\_\_\_\_

Class: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Design (Optional): Draw a sketch or diagram of your solution on a separate page. What size will it be?  
What materials will it be made of?

Write your communication to Parker's Party Place in the space provided:

[illegible]