Practical Exercise 5

Write (or outline in detail) an internal paper to your company’s staff, defending the controversial process of ‘fracking’. Use the reports and background supplied to shortlist your key points. Remember to:-

* Tell a story with a beginning, a middle and an end.
* Show the human consequences.
* Put who, what, where, when and why at the beginning.
* Start with a hook – a close-up view, then enlarge on your theme.
* Show don’t tell – paint a picture with words.
* Use as few words as possible.
* Put yourself in your reader’s shoes.
* Check your readability on the Flesch scale – aim for more than 50.
* Use active sentences – avoid passive sentences.
* Use action words
* Use colour words
* Remember the Hero’s journey

Arguments and facts regarding fracking

Against Fracking

<http://www.theguardian.com/environment/2013/sep/16/david-king-fracking-shale-gas>

<http://www.independent.co.uk/news/uk/politics/fracking-the-great-debate-8782853.html>

<http://frack-off.org.uk/fracking-hell/>

For Fracking

<http://www.telegraph.co.uk/finance/newsbysector/energy/oilandgas/10308840/People-need-to-be-educated-about-fracking-says-IGas-chief-Andrew-Austin.html>

<http://www.telegraph.co.uk/finance/newsbysector/energy/oilandgas/10266881/Prof-Robert-Mair-Here-are-the-facts-about-fracking.html>

Neutral reporting

<http://www.bbc.co.uk/news/uk-england-23756320>