

WRITING DEVELOPMENT

RULE #1: If anything I say on this page conflicts with what your teachers have told you, I am wrong, and they are right.

Kennedy & the ‘New Frontier’

19. Measuring Importance II – criteria of comparison [SEATTLE]

A typical AQA question 6 would be:

Which of the following was the greater achievement of President Kennedy:

- his Civil Right programme
- his welfare programme?

Here, you are being asked, not just to *measure* importance (as we looked at in Writing Exercise #16), but to **compare** the importance of two things.

Your teachers may have taught you Partington’s taxonomy, or a mnemonic such as: ‘GREAT’, the ‘5Rs’ or ‘NAME’.
If they have, follow their advice.

What I would suggest, for this kind of question, is that you should look at the event’s/development’s results and think about:

- **Strength of Effect** (as we saw in Ex #16): what were the consequences, how big/impactful were they?
- **At The Time**: How did people feel about it/ how did they react/ what did they say *at the time*?
- **Legacy Effect**: With the benefit of hindsight, *how long-lasting* were the results/ were they a turning point in events/ do they still affect today

Say I have been asked to write the essay above. The first paragraph is on **CIVIL RIGHTS**, and I plan it as follows:

- **Basic sentence**: *He launched programs to prevent discrimination against Black Americans and women.*
- **Modifier**: not implemented
- **Strength of Effect**: Govt contractors/ interstate segregation/ 1963 TV *Report to the American People*/ Commission on Equal Employment, but did not enforce 1963 Equal Pay Act
- **At The Time**: Promises regarded as a leap forward, but much killed in Congress, and cut short by assassination
- **Legacy Effect**: The 1963 Report was a turning point, implemented by LBJ, and regarded as the foundation of today’s Civil Rights.

1. Write the first paragraph, on Kennedy’s Civil Rights programme, based on the planned paragraph above.

2. Using the webpage, plan and write the 2nd paragraph, on **WELFARE**, using the frame:

- **Basic sentence**:
- **Modifier**:
- **Strength of Effect**:
- **At The Time**:
- **Legacy Effect**:

3. Write a final paragraph, comparing the two factors, using **SEATTLE** – which was the greater achievement, and why do you say so?