**Effectiveness cards – Fracking**

1. Reflect on these cards that describe different factors that can make an opinion piece effective.
2. Add other relevant statements to the blank cards (and more blank cards if necessary).
3. Sort out the cards in order of importance to making an opinion piece effective (in whichever way you think is best).

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| --- | --- | --- |
| Relates to people’s lives | Reaches a key audience | Reaches a large audience |
| Relates to local issues | Provides action points | Controversial |
| Angry | Funny | Balanced |
| Relevant | Creative | Factual |
|  |  |  |