

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 [MEAL]

in Writing Exercise #16, we looked at the idea of importance, noted some modifiers of importance ('greatly', 'to a degree' etc.) and realised the need to explain why/how a result was importance.

But how do you MEASURE that importance?

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.

If they have not specified an approach, however what I would suggest, for this kind of question, is that you should look at the event's/development's results and think about:

- **At The Time:** How impactful/ what did people feel & say about it *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
- **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:**
- **Effect:**
- **At The Time:**
- **Legacy Effect:**

- **TOP TIP: following this approach to measuring importance – MEAL – will make it easier to COMPARE the importance of two alternative factors.**