

## Power of 3

Research suggests that three arguments may be more persuasive than two or four. Trios may or may not be more persuasive, but they can create a sense of poetry and rhythm, making our content more pleasurable to read and adding stress to a statement. The number three is the smallest number to create a pattern; and patterns please our minds. If you pay attention to good writing, and you see threes popping up everywhere!

I came, I saw, I conquered. (Julius Caesar)

Stay at home, stay safe, protect the NHS! (COVID 19)

Catch it, bin it, kill it!

Swifter, higher, stronger! (Olympic motto)

If we look at some facts for our deforestation issue, we can make our argument more persuasive by linking 3 related outcomes together. Highlight in the same colour the three related points. One has been done for you!

If you cut down the trees:

Animals will lose their homes.	The world will lose its diversity.	There will be less plants.
The earth's temperature will increase.	The world will lose unique species of plants and animals.	Less oxygen will be produced.
There will be less opportunity to obtain the drugs.	The atmosphere thins, allowing more sunlight through to the earth.	All continents will start to look the same.
Animals will feel helpless.	There will be less opportunity to research new drugs.	Animals will ultimately not be able to survive.

The power of 3 helps to add a dash of flair, a sprinkle of rhythm and a dollop of poetic beauty.

Now, use the magic of three in your writing by using these introductory points and the groups of 3 that you have already identified from the table. Remember - this is effectively a list, so use commas to separate the first 2 items and then and for the last one!

Many of these species are unique and not found anywhere else on the planet. *If you cut down the trees, then the world will lose unique species of plants and animals, there will be less diversity and all continents will begin to look the same.*

Deforestation will decimate the landscape and cause untold damage to the wildlife. ....

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Trees produce oxygen. The Amazon rainforest is often referred to as 'the lungs of the Earth'. ....

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Many of our medicines use ingredients found in the Amazon rainforest.

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