

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. Importance II – measuring importance

In Writing Development exercise #16 on McCarthyism, you learned the key phrases such as: “as a result...”, “therefore...” and “consequently” and a large number of ‘modifiers of importance’ -- *considerably, hugely, indispensably, particularly, profoundly / inconsequential, lesser, limited, little, minor, slight, some.*

To address the issue of importance, however, you will need to address: ‘HOW important?’

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.

However, what I would suggest, for the questions you are likely to meet in your exam, is that you should look at the event’s/development’s results and think about:

- **AT?:** How was it regarded *AT THE TIME* (how did people react)?
- **BG?:** With the benefit of hindsight, *HOW BIG* were the consequences?
- **LL?:** With the benefit of hindsight, *HOW LONG-LASTING* were the results (a few years/ centuries/ still today)?

Finishing with an overall comment on:

- **TP?:** Was the event/development a *TURNING POINT* (changed the direction of history, or would its results have happened anyway)?

Let’s say I have want to write about the importance of Kennedy’s ‘New Frontier’. I study the webpage, and particularly the essay on Kennedy’s impact, see the consequences, and build an ideas plan.

1. Fill the gaps, so as to complete the ideas plan:

	What did they do/ what were the consequences?	Ideas for explanation + Proving information	Modifier = Judgement
The first...	Economic growth Stimulus programme/ interest rates/ EEC tariffs →	AT?: shamed steel firms into cancelling a price rise BG?: bequeathed a flourishing economy to Johnson LL?: economy had lapsed into stagflation by Nixon	temporary
.....	Space Race 1962 vow/ Apollo funding →	AT?: national pride BG?: LL?: still remembered	slow and incomplete
.....	Civil & Women’s Rights 1961 Ctee/ interstate buses/ 1963 TV/ 1961 Commission on Women →	AT? Regarded as a huge leap forward BG?: LL?: Civil Rights Bills killed in Ctee/ lack of enforcement
.....	Alleviate Poverty Min wage/ Social Security/ Food Stamps/ Area Redevelopment/ Housing →	AT? BG?: LL?:
.....	Public Health etc. Medical Health/ medical services for disabled children/ Clean Air/ Parks →	AT? Significant increases in income for the poor BG?: LL?: Medicare proposal failed
.....	Education Special Ed/ vocational/ drop-outs/ medical training/ Peace Corps →	AT? BG?: LL?:	positive impact
Finally,	TP?: Historians disagree whether it was a new ‘Camelot’, or a post-assassination myth.

2. Produce and populate similar grids for Presidents Johnson and Nixon.