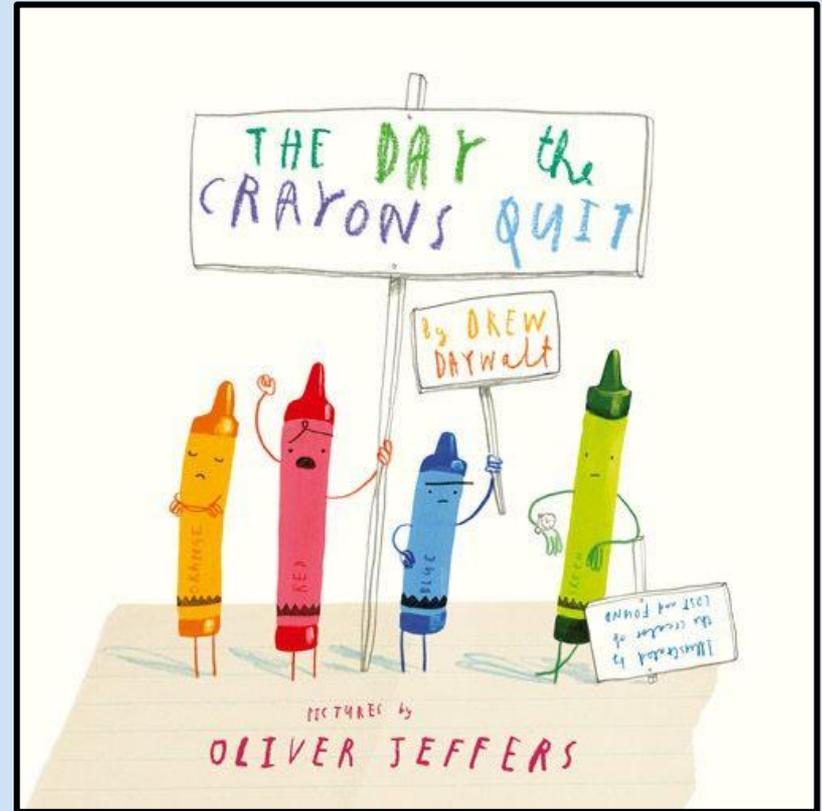


**PERSUASIVE
LETTER WRITING**

Lesson 7

The Day the Crayons Quit!

In this lesson we will be looking at persuasive letter writing. There are lots of reasons we write letters to people to persuade them. Sometimes it is to defend something we have done or it might be to convince them of an idea we have. In the book "The Day the Crayons Quit" by Drew Daywalt, persuasive letters are written to defend the crayons' reasons for quitting. Take a few minutes to sit back and relax, click on the book / link to have the book read to you.



Writing a persuasive letter

Letter writing is a great way to express our thoughts and feeling on something we are passionate about. We can use persuasive letter writing to try and convince the reader why what we think is important and should be considered.

When writing a persuasive letter we want the reader of our letter to know exactly what we are asking or telling them and we are trying to convince them to be on our side and to listen to our point of view.

Writing a persuasive letter is very similar to writing a persuasive text or a persuasive speech.

Writing A Persuasive Letter

1. Heading
Your name and address.

Jenna Masters
14 Short Street
NEWLAND NSW 2000

2. Date
The date you wrote your letter on.

5 October 2016

3. Greeting
Your hello.

Dear Mr Skinner,

4. Opinion
Clearly state why you are writing.

Our school tuckshop menu needs an update. With the growth in childhood obesity, we need a menu that has tasty and healthy options. I suggest the school add pizza to the menu.

The Australian Institute of Health and Welfare states that 1 in 4 Australian children are overweight or obese. We need to do something to reduce this alarming rate of obesity!

5. Reasons
Back up your opinion with reasons and facts.

All students love pizza! Pizza tastes great, and is less messy to eat than burgers. You can add healthy vegetables like spinach, broccoli and asparagus to a pizza and children will still eat it.

6. Solution
Offer a solution.

I agree take-away pizza is not a healthy option, but freshly made pizza can be nutritious and fast to cook. The tuckshop staff can prepare pizza bases and sauce ahead of time and only need to add the toppings before baking it.

Pizza is a popular, fast and healthy option that should be added to our tuckshop menu.

7. Closing
Use a strong statement to end your letter.

Yours sincerely,

8. Signature
Sign your name.

Jenna M.
Jenna Masters

It is now your turn to write a letter to Mr Lans to try and persuade (convince) him to agree to one of the below ideas. Try and choose something that you actually agree with or are passionate about. When you have chosen, click on the next slide to see how to organise your ideas. When you are ready to start writing, use your online literacy book to set out your workbook like the worksheet on the next slide and fill in the details. You do not need to draw the boxes like on the worksheet. Just use the headings to help guide you. Be sure to use the checklist on the last slide to help you stay on track.

- *Re-open the canteen*
- *Longer lunch break*
- *Separate Senior playground*
- *Shorter school days*
- *No uniforms*
- *Open the hall at every break*
- *Soccer goals installed*
- *Senior recreation area - An area for seniors to 'hang out' during break time*

Persuasive Planning

Topic: _____ Name: _____

Introduction - State your position

Argument 1

Argument 2

Argument 3

Reasons, facts and evidence

Reasons, facts and evidence

Reasons, facts and evidence

Conclusion

Write your argument here eg 'Senior students should have their own playground'

You need at least 2-3 reasons why you think this should happen. Each reason must be different

Support your reason!
Refer back to slide 2 to show you how to do this.

Re state your argument. This will be similar to your introduction. See slide 2 for details.

Structure

- ✓ My text begins with an introduction which states my viewpoint on the issue and captures the attention of my audience.
- ✓ I have included three strong arguments which support my viewpoint on the issue and are backed up by factual evidence.
- ✓ My text ends with a conclusion which summarises my arguments and reinforces my viewpoint on the issue.

Language Features and Devices

- ✓ I have used thinking and feeling verbs.
- ✓ I have used connecting words and phrases.
- ✓ I have used cause and effect connectives.
- ✓ I have used rhetorical questions.
- ✓ I have used personal pronouns.
- ✓ I have used alliteration.
- ✓ I have used repetition.
- ✓ I have used emotive language.
- ✓ I have used a high level of modality.
- ✓ I have used the Rule of 3.