

Tuesday

# Writing a persuasive letter

Yesterday, we looked at some language techniques we could use to help write persuasively.

Today, we are going to look at how to organize your ideas in a persuasive letter.

# A quick reminder

**Some of the persuasive language features from yesterday were:**

- Alliteration
- Groups of 3 adjectives
- Repetition of words or phrases
- Emotive language to make the reader feel a certain emotion
- Exaggeration
- Rhetorical questions
- Superlatives e.g. the best, fastest, warmest.

# Structure

As well as using language features, it is also important to structure your writing in a certain way to help persuade the reader.

# Structure of a persuasive letter

- Introduction

Who are you writing your letter to? What is the topic of your letter?

- Explanation

Why is the topic so important to you?

- 1<sup>st</sup> reason

Remember to use a whole paragraph to explain each reason.

- 2<sup>nd</sup> reason

Remember to use a whole paragraph to explain each reason.

- 3<sup>rd</sup> reason

Remember to use a whole paragraph to explain each reason.

- Conclusion

Remind the reader of the reason for your letter and what you hope the outcome will be.

- Thanks

Thank the reader for taking time reading your letter and sign with Yours sincerely or Yours faithfully.

# Structure of a persuasive letter

Write the name of the person you're addressing your letter to

Dear Mrs Head Teacher

Explain the reason for writing your letter

I hope you don't mind me writing to you about a possible trip for Y5 to Alton Towers.


Include some flattery to make your reader feel some emotion. Here, the reader will be made to feel happy and good about themselves.

Everyone agrees that you are the kindest head teacher that this school has ever had and that you do everything in your power to ensure that Greenfield School is an enjoyable place to learn.

Back up your reason for writing your letter. Why is the topic so important to You?


I am sure that you have noticed that Y5 have worked exceptionally hard this year and produced some outstanding work, particularly in literacy. However, we are all now tired and really need something to give us a boost until the end of term. A trip to Alton Towers would be the perfect solution!

1<sup>st</sup> reason for having a trip to Alton Towers. Notice that the whole paragraph discusses only ONE reason. The write has also explained their reasoning.



There are many reasons why I think this trip would be perfect. Firstly, it would be the perfect opportunity for us all to spend time with our classmates and make new friends. This is clearly the best way to ensure that nobody goes into year 6 feeling lonely and make us a happier class.

Give each different reason its own paragraph. Don't forget to EXPLAIN your reasons!



Additionally, when we returned to school, we would have so much to write about for our next topic, "Theme Parks of England". This trip would give us all personal experience of the different rides and will help us write reviews for every aspect of the day including rides, food and queue times!

A final reason for the trip, which is appealing to the reader's emotions and their own memories of their childhood.

Finally, I know that if you agreed to this, I would feel as delighted as the winner of the lottery. A trip to Alton Towers would be the easiest, most fun way for us to relax after a year of hard work. Do you remember how hard you worked when you were at school? Do you remember how important it was to have something nice to look forward to at the end of term? A trip to Alton Towers truly would be the most sparkling, special and spectacular day of my whole life!

Write a concluding paragraph. This is a good place to remind the reader of your request/ reason for the letter.

To finish: would you love to give your pupils an extra reward for working so hard this term? Then please agree to our request. We would remember it forever!

End the letter with a polite thanks and Either Yours Sincerely or Yours Faithfully.

Thank you very much for reading my letter.

Yours sincerely,

# Today...

Before planning your letter in detail, you need to mind map or list your arguments for your persuasive letter. You can use the template shown on the following page to help you.

Your letter will be writing to Mrs. Featherstone-Wright to persuade her that the school day should finish at lunchtime, with no afternoon lessons!

## School should end at lunchtime!

Use the planning template to plan the reasons you will use in your letter.

Remember to clearly explain and justify the reasons.

| Reasons                                     | Explain the reasons   |
|---|---|
| E.g.<br>We are very tired by the afternoon. | E.g.<br>There is no point being in school if we are tired. We won't learn anything. |
|   |   |

# Wednesday

Use your ideas to fill in the planning template.

The next few pages show an example of how I filled it in for the Alton Towers example.

When you fill out your own plan, remember that you're persuading Mrs. Featherstone-Wright that school should end at lunch time!

Here's an example. Remember you're writing to persuade Mrs. Featherstone-Wright that **school should end at lunchtime!!**

|   |  |
|---|--|
| <b>Introduction</b><br><i>Who are you writing to?</i><br><i>Why are you writing the letter?</i>   | <i>E.g.</i><br><i>Dear Mrs Featherstone-Wright</i><br><i>I hope you don't mind me writing to you about a possible trip for Y5 to Alton Towers.</i>   |
| <b>Flattery- appealing to your reader's emotions</b><br><i>Why are you writing to that person in particular?</i><br><i>What positive things could you say about them?</i> | <i>E.g.</i><br><i>Everyone agrees that you are the kindest head teacher that this school has ever had and that you do everything in your power to ensure that Greenfield is an enjoyable place to learn.</i>   |
| <b>Why is the subject of this letter important?</b><br><br><i>E.g. Why is a trip to Alton Towers important to you?</i>  | <i>E.g.</i><br><i>I am sure that you have noticed that Y5 have worked exceptionally hard this year and produced some outstanding work, particularly in literacy. However, they are all now tired and really need something to give them a boost until the end of term. A trip to Alton Towers would be the perfect solution!</i> |

|  |   |
|--|---|
| <p><b>1<sup>st</sup> Reason</b></p> <p><i>Give your reason and explain why it is important.</i></p>  | <p><i>E.g.</i></p> <p><i>There are many reasons why I think this trip would be perfect. Firstly, it would be the perfect opportunity for us all to spend time with our classmates and make new friends. This is clearly the best way to ensure that nobody goes into year 6 feeling lonely and make us a happier class.</i></p>   |
| <p><b>2<sup>nd</sup> Reason</b></p> <p><i>Give your reason and explain why it is important.</i></p>  | <p><i>E.g.</i></p> <p><i>Additionally, when we returned to school, we would have so much to write about for our next topic, "Theme Parks of England". This trip would give us all personal experience of the different rides and will help us write reviews for every aspect of the day including rides, food and queue times!</i></p>  |
| <p><b>3<sup>rd</sup> Reason</b></p> <p><b>You could use your third reason to appeal to the reader's emotions.</b></p> <p><b>Discuss how you would feel and how important the issue is to you personally.</b></p> | <p><i>E.g.</i></p> <p><i>Finally, I know that if you agreed to this, I would feel as delighted as the winner of the lottery. A trip to Alton Towers would be the easiest, most fun way for us to relax after a year of hard work. Do you remember how hard you worked when you were at school? Do you remember how important it was to have something nice to look forward to at the end of term? A trip to Alton Towers truly would be the most sparkling, special and spectacular day of my whole life!</i></p> |

## Conclusion

*Remind the reader of your reason for the letter.*

*What do you hope will be the outcome/result of writing your letter?*

*E.g.*

*To finish: would you love to give your pupils an extra reward for working so hard this term? Then please agree to our request. We would remember it forever!*

## Ending the letter

*Thank the reader for taking the time to read your letter.*

*Sign with Yours sincerely when you know the person you're writing to, e.g. Dear Mr Smith.*

*Sign with Yours faithfully when you don't know the person you're writing to, e.g. Dear Sir.*

*E.g.*

*Thank you very much for reading my letter.*

*Yours sincerely,*

# Vocabulary and persuasive language techniques

Now that you have planned your letter to argue **for school ending at lunchtime**, think about how you can make your letter more persuasive.

Use the table on the school website to help you gather ideas for the vocabulary you will use and check which persuasive techniques you've used.

Look back at Monday's work and PowerPoint for help if you need to.

The table on the school website. You use this or mind map in your own way to help you gather your ideas.

| <b>Technique</b>                                     | <b>Your ideas for your letter</b> |
|--|-----------------------------------|
| <i>Groups of 3 adjectives to describe something.</i> |                                   |
| <i>Repetition of words or phrases</i>                |                                   |

# Word mats

Use the word mats to choose which sentence starters and other vocabulary you want to use.

Make sure you've written your sentence starters in your plan so you don't forget to use them when you're writing!