

# Mini Unit

## Letter Writing

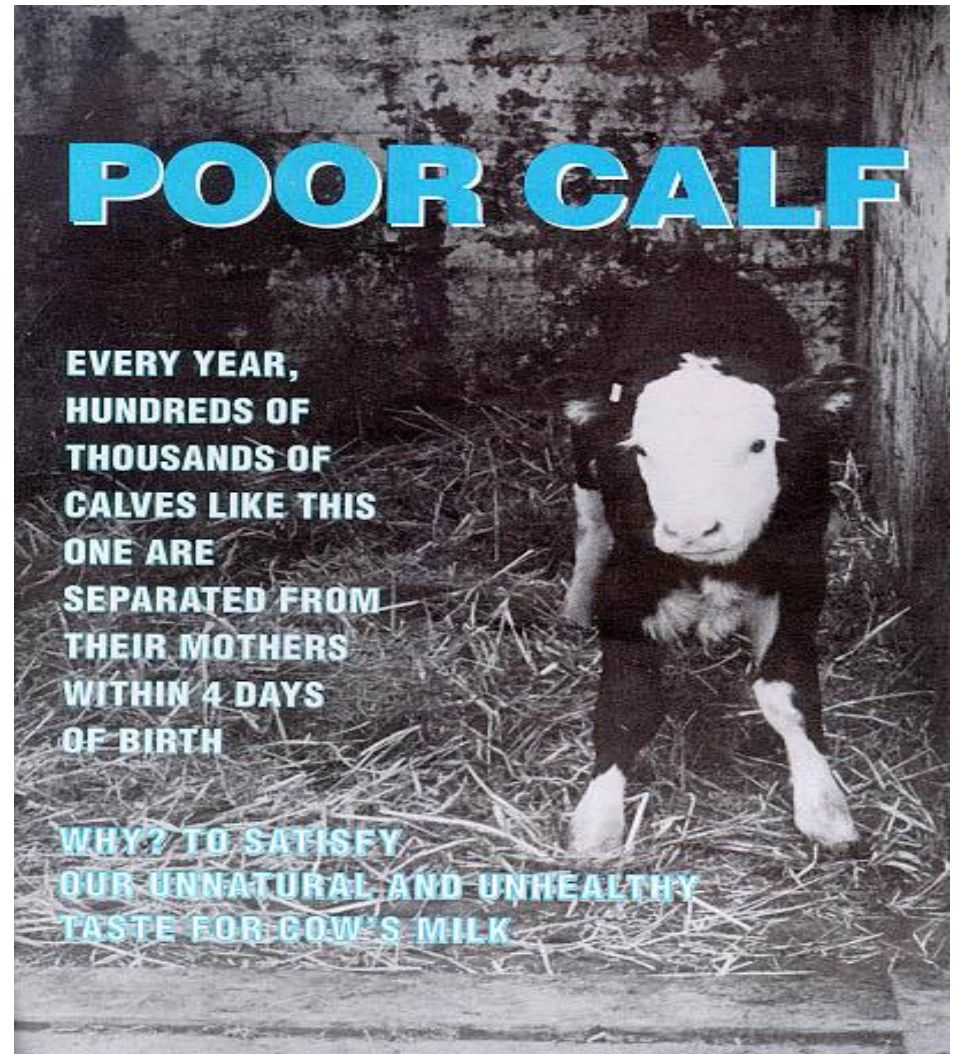
# Key things you will be assessed on:

- **Af2: Write for different audiences and purposes**
- **Af3: Structure texts** (use connectives, order texts logically)
- **Af4: Use paragraphs**

# Starter

- In pairs, write down all the persuasive techniques you can remember. Use this image to help you.

The pair with the most wins a prize!



# Persuasive techniques

**Rule of 3:** repeat something three times to make the reader pay attention- *It's an exciting, thrilling and a roller coaster of a trip!*

**Emotive language:** powerful words that stir emotion in the reader- *helpless, heartless, barbaric etc...*

**Rhetorical questions:** questions that do not need an answer but make the reader think. *Could you let these poor dogs starve to death?*

**Statistics:** providing evidence to prove to the reader that what you are saying is true! *99% of customers agree that...*

**Personal pronouns:** using *'you'* and *'we'* to get the reader involved.

**Imagery:** creating a picture in the reader's head.

Short, powerful sentences

# A reminder:

- When we look at a piece of writing we should always consider the:
- T- text type- what is it? A letter, leaflet, story? etc
- A- audience- WHO is it aimed at? A specific person? Teenagers/children?
- P- purpose- what does it aim to do? Persuade? Inform? Entertain?

# Task 1:

- Look at the example piece of writing- in pairs write down the TAP
- Now, working in the same pair, highlight at least 3 persuasive techniques you can find
- Lastly, what 'job' does each paragraph have? Write down the function of each stage of the letter.

# Example of annotated letter:

Shows why you are writing

Introduces the letter writer

I am writing to you because I am becoming increasingly concerned about how video games are affecting the children in my school. As the principal of Greenland School, I feel that it is your job as a parent to limit the amount of time your child spends on computer games as it is currently having an impact on his grades.

Clear audience

Emotive language-  
makes the parent feel guilty

# Task 2

- You will be given a letter cut up into small sections
- In pairs, re-order the letter. Think about:
  - how a letter should be set out
  - the logical order of the paragraphs (what should go in an introduction?)

Feedback.



Plenary:

Come up with the rules of writing a  
letter:

# Letter Writing Rules:

- Addresses: top **right** – yours  
to the **left** – the person you're writing to
- Include the date
- Always start with 'Dear \_\_\_\_\_,' and end with a comma
- Set it out in paragraphs
- Signs offs: 'Yours faithfully,' if it's Sir/Madam  
                  'Yours sincerely,' if you have a name
- Your opening paragraph should explain WHY you are writing
- The next 2-3 paragraphs just put forward your views and should use facts/examples to support these views
- The conclusion should sum up your main points and offer a solution
- Use persuasive techniques to make your arguments strong and powerful

# Starter

1. Look back at the persuasive letter from last lesson. Can you find any words that LINK the paragraphs or sentences together? Highlight them.
2. What are they called? In pairs, come up with other examples.

# Connectives:

**To contrast (disagree with) a point:**

However

Alternatively

On the other hand

Nevertheless

**To agree or support a point:**

Furthermore

In addition

Also

My next point

Firstly... Secondly

Have a go at this game:

[http://www.bbc.co.uk/schools/ks2bitesize/english/spelling\\_grammar/language\\_structure/play.shtml](http://www.bbc.co.uk/schools/ks2bitesize/english/spelling_grammar/language_structure/play.shtml)

# Task 1

- Think back to last lesson. How should a formal letter be set out?

Draw a template of a letter in your books.

YOUR ADDRESS

DATE

THEIR ADDRESS

Dear (Sir / Madam or Mr/s \_\_\_\_\_)

**Introduction- explain WHY you are writing**

**2-3 PARAGRAPHS OF MAIN POINTS**

**Conclusion- sum up your main points powerfully and offer a solution to the problem**

**End with: Yours faithfully = Sir/Madam**

**Sincerely = Mr/s**

**Sign your name**

# Formal Writing- what is it? :

- Should be polite in its tone
- Should be written without any chatty language or slang
- Should be correctly punctuated
- Should include 'pleases' and 'thank you's'!
- Should address person in full

In pairs, discuss situations WHEN you should use/write in formal English.

# Match up this informal language with the formal English equivalents:

I reckon you ought to...

Thank you for your excellent suggestion.

It was rubbish!

I do agree with you, but it remains an extremely difficult decision.

That's a dead good idea.

In my opinion, I believe you should...

Yeah, but, it's like, a really hard choice.

It was of an unacceptable standard.



# Reminder of Letter Writing Rules:

- Addresses: top **right** – yours  
to the **left** – the person you're writing to
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- Always start with 'Dear \_\_\_\_\_,' and end with a comma
- Set it out in paragraphs
- Signs offs: 'Yours faithfully,' if it's Sir/Madam  
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- Your opening paragraph should explain WHY you are writing
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# Your task...

I would like you to write a FORMAL letter persuading the Headteacher of ONE of these options:

- To change the school uniform policy
- To use computer games as a teaching tool in lessons
- To lengthen the school holidays
- To build a climbing frame/ mini adventure park in the playground
- To let the year 8s have an American style prom at the end of the year

# 10 minutes to plan:

Reasons WHY the Headteacher should do what I want:

1.

2.

3.

My first line of the introduction:

My first line of the conclusion:

# You have 25 minutes:

- The letter should be handwritten
- You should complete this letter in silence
- Set it out like a FORMAL letter (including addresses- these can be made up)

Good luck

(remember to check you have used capital letters and full stops!)