



Learning Question:

How can I write a persuasive letter to explain how we could protect the habitats of animals?

Success Criteria:

- Recap persuasive techniques - AFOREST
- Recap persuasive letter layout
- Use facts to find 3 argument points.
- Write your letter using your 3 arguments.

Vocabulary

- Persuasive
- Habitats
- Protect
- Save
- Government

Task

Today, we are going to write a letter to the Minister of Environment, Food and Rural Affairs. We will be writing to her to encourage her to protect local habitats at risk of being destroyed due to the building of HS2 (High Speed Rail)

These slides will include persuasive writing techniques and how to write a formal letter. Facts about HS2 and its impact are on a separate PDF file. Use these facts to make 3 different arguments in your letter.

Writing a Persuasive Letter

The sender's address is on the right.
The recipient's address is on the left.
The letter shows the date on which it was written.
There is a greeting to the recipient.
The opening sentence hooks the reader and explains why you are writing to them.
There is an introduction.
The text is organised into paragraphs, which each have their own point.
Each point has arguments to support it.
There is a conclusion which summarises the main point of the letter and reiterates the opinion.
The letter finishes with 'Yours faithfully'.

Example of how to layout your letter:

YOUR NAME GOES HERE
Iver Village Junior School
High Street
Iver
Buckinghamshire
SL0 9QA

Rebecca Pow MP
House of Commons,
London,
SW1A 0AA

24th April 2020

Dear Madam,

When writing a piece of persuasive writing remember to use AFOREST.

Alliteration

Facts

Opinions

Repetition (& **R**hetorical Questions)

Emotive Language (& **E**xaggeration)

Statistics

Three (rule of)

Persuasive Letter Writing Word Bank

Greetings	Opening Sentences	Introductions	Details
Dear Mrs May, Dear Mr Brown, Dear Sir or Madam,	I agree that... It is my belief that... Some people believe that... Recent figures reveal...	For this reason... I am sure that... It is certain... In the same way...	For example... In fact... In support of this... Statistically...
Causal Conjunctions and Adverbials	Conclusions and Summaries	Closing Farewell	Vocabulary
accordingly consequently hence thus otherwise	As you can see... Without a doubt... In brief... On the whole... Undoubtedly...	Yours sincerely, Yours faithfully,	arguments unfair support persuade imperative pros/cons



Example of how to start your letter:

Dear Madam,

I am writing to you to let you know that animals and plants are dying left, right and centre because of what HS2 is doing to our wildlife and habitats.

The building of HS2 is causing a detrimental effect on the habitat and wildlife of the UK. Over the last few decades, the UK has seen a decrease in these habitats. The percentage of wildlife loss is a whopping 56%! This decline is a direct result of human interaction. So imagine what damage a great big train is going to do to those habitats.

Before you start your letter you need to plan it using these subheadings.

Your address (use the school address)	Iver Village Junior School High Street Iver Buckinghamshire SL0 9QA
Recipient's address	Rebecca Pow MP House of Commons, London, SW1A 0AA
Date	24 th April 2020
Greeting	Dear Madam,
Introduction	
Argument 1	

Argument 2

Argument 3

Conclusion

Sign off

Yours faithfully,