

# Analysing the Features of a Persuasive Letter

As you read through the letter, you might like to draw pupils' attention to the key features of a persuasive letter or to some other important features in the text.

Written in the first person<sup>1</sup>

Rhetorical questions<sup>2</sup>

Flattery<sup>3</sup>

Emotive language<sup>4</sup>

Generalisation<sup>5</sup>

Exaggeration<sup>6</sup>

Formal tone<sup>7</sup>

Adverbials to organise points and link paragraphs<sup>8</sup>

Arguments supported by facts and evidence<sup>9</sup>

Mr B. B. Wolf  
The Den  
89 Foxhole Lane  
Fairytale Forest  
W01 F1E

Animal & Pest Control  
Fairytale Forest Council  
15 Gingerbread Lane  
Taletown  
STOR 1E5

23<sup>rd</sup> February

Dear Sir or Madam,

I am writing to you to request<sup>7</sup> your help in eradicating a true menace<sup>6</sup> which has been plaguing<sup>6</sup> our<sup>1</sup> precious<sup>4</sup> forest for months. I<sup>1</sup> have had no reply to my<sup>1</sup> previous<sup>7</sup> three letters; I<sup>1</sup> hope that the following will be enough to prompt some sort of action on your part<sup>7</sup>. The menace<sup>6</sup> of which I speak is<sup>7</sup>, of course, little girls.

Firstly,<sup>8</sup> it becomes instantly clear to anyone<sup>5</sup> who takes a leisurely stroll through our<sup>1</sup> dear<sup>4</sup> Fairytale Forest that the presence of little girls has done nothing but damage this once beautiful and sacred natural habitat.<sup>7</sup> Our<sup>1</sup> footpaths, which once meandered delicately between the trees, touched only by animals and falling leaves, are<sup>2</sup> now brutally eroded<sup>6</sup> and scuffed by many pairs of skipping feet. These horrendous<sup>4</sup> beings do

Includes sender's address on right

Includes recipient's address on left

Includes date of letter

Uses an appropriate greeting

Includes an opening sentence that hooks the reader and explains why you are writing

Key points organised into paragraphs

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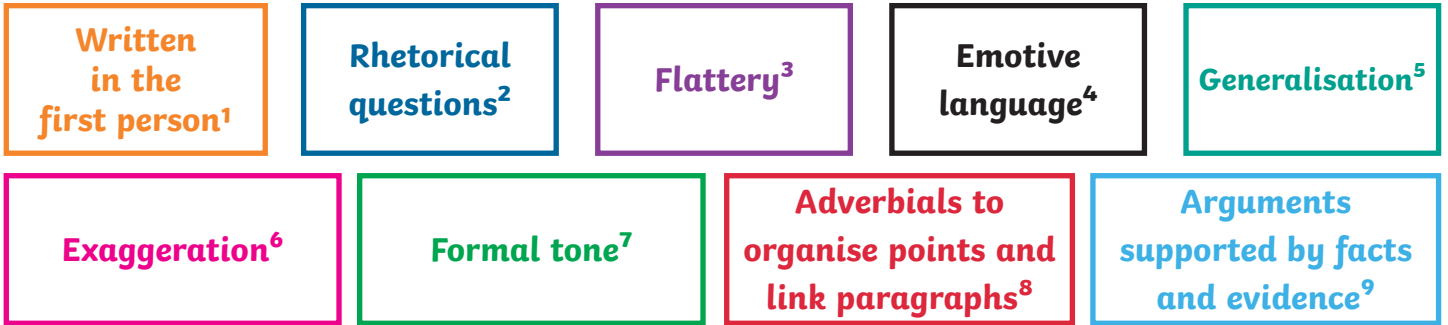
not tread lightly when making their way through sun-dappled forests; no, **they feel the need to skip and bounce,<sup>5</sup> thundering<sup>6</sup>** between the trees, **kicking up dust and singing tunelessly<sup>5</sup>** as they go. **The noise pollution alone caused by this incessant crooning<sup>6</sup> has driven away the woodland birds.<sup>9</sup>**

**Secondly,<sup>8</sup> I<sup>1</sup>** would like to discuss the **littering epidemic<sup>6</sup>**. I **emerged** from **my<sup>1</sup>** den last week to find what looked like a deliberate trail of breadcrumbs **strewn** across my path! Needless to say, **I<sup>1</sup>** swept them right up so as to maintain the beautiful view from **my<sup>1</sup>** doorway. If **we<sup>1</sup>** are not careful, and if **we<sup>1</sup>** do not act right away, this **careless<sup>4</sup>** littering could escalate – today, it is breadcrumbs on a path, **but what next?<sup>2</sup> Streams filled with cupcakes?<sup>2</sup> Candy canes hanging from trees?<sup>2</sup> In addition<sup>7</sup>** (as if these **loathsome<sup>4</sup> beings were not content with filling our beloved<sup>4</sup> forest with debris<sup>5</sup>**), **there is<sup>2</sup> the bare-faced robbery<sup>6</sup>** which occurs **every time a little girl decides<sup>5</sup>** to collect a sweet-smelling bouquet of flowers for an adored relative. **Did you know that one in every twenty daffodils was picked this spring by little girls?<sup>9</sup> I'm sure that you will agree that something needs to be done before the situation gets out of hand.<sup>3</sup>**

**Finally,<sup>8</sup>** and perhaps most importantly, **I wish to draw your attention<sup>7</sup>** to the **scandalous, violent<sup>6</sup>** and even **murderous exploits<sup>6</sup>** of the little girls **who have been afflicting<sup>7</sup>** our homeland lately. **I<sup>1</sup>** have spoken to **eyewitnesses who claim that little girls have been breaking into their homes, eating their breakfast foods, breaking their furniture and even sleeping in their beds!<sup>9</sup>** **There is no one in their right mind who would not feel outraged and violated<sup>4</sup> if this were to happen to them.<sup>7</sup>** **Are we no longer safe in our homes? Should we tell our pups to check under their beds for little girls before they go to sleep?<sup>2</sup> These criminals are getting away with breaking and entering, vandalism and, in my case,**

Ambitious words to describe people and settings

Written in present tense



**attempted murder.**<sup>6</sup> This week, **I myself**<sup>1</sup> **fell prey**<sup>4</sup> to the **most terrible little girl of them all and her elderly accomplice.**<sup>6</sup> **I**<sup>1</sup> warn you: they're clever. **They hide behind a mask of sweetness and innocence,**<sup>5</sup> and then, before you've even had a chance to fish Granny's knitting from between your teeth, they've set a **murderous**<sup>6</sup> lumberjack on you. **I barely escaped with my life**<sup>6</sup>, and I fear that I will have to live with my injuries for the rest of my days.<sup>4</sup>

In conclusion, **I am sure that you will agree that these vicious, obnoxious and destructive creatures need to be eradicated from our woodland, where so many of our friends and family reside. Without immediate action, I fear for the future of our forests.**<sup>4</sup> **I implore you**<sup>7</sup> to **restore our faith**<sup>4</sup> in our council by relieving us of these pests once and for all.

Yours faithfully,

*B.B. Wolf*

B.B. Wolf

- Concluding paragraph repeats the main argument
- Final sentence is powerful and asks for action by the recipient
- Appropriate ending
- Signature of sender
- Printed name of sender