

Persuasive letter

Make a case to a named person or organisation

COMMON FORMS

Request, complaint, campaign, recommendation

TEXT SHAPE

Address and purpose → context → reasons and evidence → clear request → sign-off

FEATURES AND LANGUAGE

Direct address; modal verbs; evidence; courteous request forms

PLAN AND TEACH IT

Name the audience and the action you want. Keep each paragraph tied to that action.

tone and register

Respectful and purposeful; formality follows the relationship and institution.

LINKED CLASSROOM ACTIVITIES

Try: Give a Supported Opinion · Change the Audience · Write from a Table

A MODEL TO NOTICE

Bring a short example. Ask who it is for, what it is trying to do and which feature helps it work. Compare it with a less effective draft.

QUICK CHECKLIST

- ☐ The opening makes the purpose clear: Make a case to a named person or organisation.
- ☐ Each part has a clear place and moves the reader towards the purpose.
- ☐ The language features, tone and level of formality fit the reader and situation.

A QUICK CLASSROOM ROUTINE

- 1 NOTICE** Read a model for purpose, shape and audience.
- 2 REHEARSE** Practise a useful sentence or language feature aloud.
- 3 WRITE** Plan, draft and use the guide as a checklist.
- 4 REVIEW** Ask a partner whether the text does its job; revise one feature.
Keep the subject thinking ambitious. Make the language visible, practise it, then fade the support.