

Persuasive Letter Writing

Following your workshop on Ocean Pollution at Welsh Water, write a persuasive letter to your head-teacher to encourage them to think about reducing the use of plastic in your school.

Think about how much plastic is being used in school – what is happening to it?

In your letter you could include paragraphs about...

- Where our plastic ends up (in landfill, the ocean, animals stomachs)
- Ensuring everyone in school is using a reusable water bottle
- Recycling facilities in school (where can you put single use plastic?)
- Using straws in the canteen
- Any other problems you have noticed around school

What to include when working on your letter – Steps to Success:

I have...

- started with a clear introduction stating the purpose of my letter
- used evidence to back up my point of view
- used exaggeration to persuade my readers
- included at least one rhetorical question
- used appropriate connectives (as a result, therefore, in addition)
- used emotive language
- used repetition to strengthen my argument
- used convincing words / flattery
- used paragraphs
- used a range of punctuation



Persuasive Letter Writing

Time connectives

First, finally, at this moment, in the future, previously, currently, next ...

Causal connectives

Consequently, however, therefore, despite, nevertheless, even though, so, yet...

Comparative connectives

Additionally, furthermore, alternatively, in contrast, in addition, even so, in fact, rather than...

