

## Starter

What are the two different types of letters?



# Informal and formal letters.

**Formal letters** are letters which are sent to people you don't know. They can be sent for different reasons, for example to complain about something, to give or ask for information or to make an appointment. Formal letters are usually set out in a certain way.

**Informal letters** are letters which are sent to people you know. For example, sending a postcard telling someone about your holiday, to say, "thank you" for a birthday present or writing to friends or family who might live a long way from you.



Can you remember the features of letters?

Sender's address included
The address of recipient
Date included
Letter begins with 'To' or 'Dear'
Dear Sir/Madam if you don't know the recipient or Dear Mr/Mrs/Miss (Surname) if recipient is known.
Recipients first name used
An introduction
Formal sentence starters such as 'I am writing to inform you'.
Opens with an informal greeting
Sender signs off with an informal goodbye such as 'From', 'All the best' or 'Love from'.
The letter ends with 'yours faithfully' if you don't know the recipient or 'yours sincerely' if you know the recipient.

# Main

Watch this clip to help you understand the features of a persuasive text.

<https://www.youtube.com/watch?v=snTxlSDNMSQ>

# Persuading

Persuasive writing, wants to convince the reader about something. It might be persuading people to buy a product or persuading them to agree what is being said is true.

There are different ways of writing to persuade. These are the ones you're likely to see:

- adverts/posters;
- a persuasive talk/speech;
- a persuasive letter.



Can you think of a time when you've had to persuade someone? Think about what you said and the words that you used.

# Persuasive Devices

Persuasive devices are language features typically used in a persuasive piece of text.

A written persuasive text is intended to persuade the reader to think in a particular way.

This can be achieved by using persuasive devices/techniques.

twinkl

# Persuasive Devices

**A**lliteration

**F**acts

**O**pinions

**R**epetition (& **R**hetorical Questions)

**E**motive Language (& **E**xaggeration)

**S**tatistics

**T**hree (rule of)

For more information look at persuasive devices PDF PowerPoint under the writing section.

# Persuasive Letter

Dear Sir/Madam,

I am writing to ask you to please reduce your extensive garden gnome collection so that I may deliver your letters without fear of injury.

For the past few years, I have found it increasingly difficult to work my way through your garden without treading on an unsuspecting gnome. Last week, when I arrived home and found a miniature fishing rod stuck in my shoe, I realised that this had gone on for too long. Surely you don't want me to be injured, do you?

I enjoy gnomes and I think that a small collection can brighten up the garden substantially but the situation has become ridiculous. From now on I will leave your letters beneath Goswald the Great until you significantly reduce your collection.

Yours sincerely,  
Postal Worker Patricia



Which features did you manage to spot?

# Persuasive Letter

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repetition

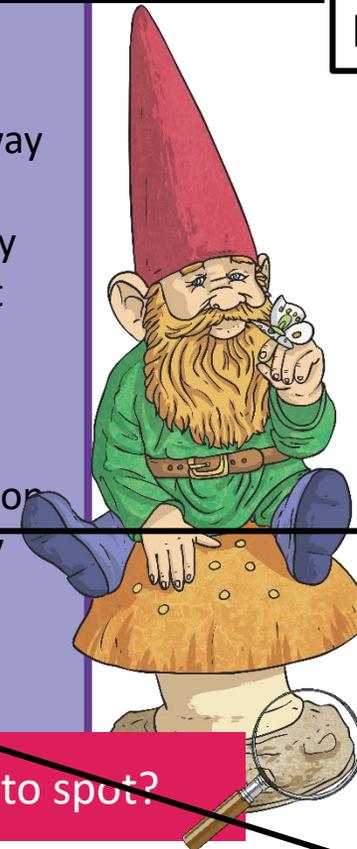
Emotive language

Fact

opinion

Which features did you manage to spot?

alliteration



# Read the Our School should cancel Christmas letters.

Texts for this week:

Titles text

\* Publishers reading group

\*\* - Indexes groups

Editors choose \*\* or \*\*\*

\*\*\* - Authors and Blurbs

**Pre-read task** – If there are words you do not understand, look for clues in the text to help you and if this does not work, use a dictionary.

# Activity

## Persuasive Devices

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**T**hree (rule of)

Read your text and then highlight any of the devices in your text.

# Other activities

- 1) Read your text and answer the comprehension questions about the text. (can be done verbally or written)
- 2) Read the different sections of the letter, cut them up and put the letter back together in the correct order.