

English Task - Tuesday 7th July

Persuasive letter

Read this example of a persuasive letter and find / highlight the key features from the list below. Tick when you have found the features.

16 Ship Hill,
Rother Helm,
Yorkshire,
S60 2PL

Riverside House,
Main Street,
Yorkshire,
S60 1AE

Friday 6th September

Dear Sir or Madam,

I have recently been informed of your plans to cancel the kerbside collection of plastic waste – an idea I vehemently oppose. I am confident that, upon understanding the consequences of this decision, the council will abolish plans to make such cuts.

In order to cancel the current, effective kerbside collection, the council intends to provide costly additional bins. This is sure to greatly impact the council's budget with detrimental effect. Many people believe that the initial cost of the new bins will be greater than the total cost of maintaining current collections. It therefore seems wasteful to change the current way of working. I am confident that the council would not intentionally make a wasteful decision.

Residents fear that the council's proposed changes will result in unpleasant, dirty waste littering the streets due to lack of proper recycling methods. Our town's streets are likely to become overrun with rodents feasting from the unhygienic litter which has not been properly recycled due to council cuts. Inevitably, this will lead to a rise in pest control costs. This would cost the council more money than the initial cuts would save – a completely avoidable deficit.

Additionally, the environmental impact of this seemingly reckless decision could be catastrophic. Although you acknowledge that your current waste treatment facility attempts to take plastic waste out of regular collections, how many pieces of plastic waste are simply missed? This oversight could result in millions of pieces of perfectly recyclable plastic being carelessly discarded into landfill, remaining there indefinitely rather than being reused in a valuable way. The council simply must prioritise environmental wellbeing.

Ultimately, the public are adamantly opposed to the council's decision and demand a meeting to present all relevant facts. Once these are presented, I am confident that the council will see the error in their ways and revoke the decision.

Yours faithfully,

Mr I. Rate

Features of persuasive letters

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| Sender's address is on the right | |
| Recipient's address is on the left | |
| Date on which the letter was written | |
| Formal Greeting - Dear Sir or Madam | |
| Opening sentence to explain why the sender is writing | |
| Introduction | |
| Paragraphs about particular points with arguments to support them | |
| Conclusion summarises main point of letter | |
| Formal ending Your faithfully - name not known Your sincerely - name known | |
| | |
| Persuasive language | |
| First person | |
| Conjunctions to link ideas | |
| Formal language | |