



Issues and Stakeholders: Persuasive Letter Assignment



««« By Angeliki Grundy

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Curriculum Connection: Senior grades.

This is a persuasive letter assignment that I did with my grade 12 college class. They were given an issue (for example, cars, cell phones, plastic surgery, etc) and were expected to do a bit of research on the topic, then decide if they were persuaded to be on the pro or con side of the issue. They were then to consider what stakeholders may hold an opposing view, and write a letter to an individual or group within that set of stakeholders to try to persuade them in the opposite direction.

This assignment is meant to be a prelude to their major STSE project where they will do a research-based correlation study and implement some sort of action as a result of their research. The handout I used for this assignment is included here, as well as the copy of a sample letter format, and the assessment rubric.

Assignment

You will be given an issue, taken from one of the issues used in class for the stakeholder activity. Do a bit of research and consider the pros and cons of the issue. Choose a side (pro or con). You will then create a persuasive letter to a group of stakeholders that would be on the opposite side of the issue. Use the letter outline to help organize your thoughts, and remember to include evidence to back up your statements.

Your letter should include three (3) statements supporting your position. Remember to consider the reasons your stakeholder would have chosen to be on the opposite side of the issue and try to address those reasons with your statements.

Your letter should be in proper letter format (see Persuasive Letter Example attached). You may invent a particular person's name or the name of the organization, as long as the nature of the stakeholder is clear. Addresses may be completely fictional, but should be present. Language, formatting and grammar are important, so please be careful with the little details!

Your letter should be typed (preferably), or written **neatly** and **legibly** in pen.

Your references for this assignment should be attached to your letter on a separate page, in proper APA formatting (check your agenda book, or the library).

Make sure you pay attention to the rubric in order to maximize your achievement!





Student Activity

Persuasive Letter Format

Your Street Address
Your City, Province, Postal Code

Heading

Date

First and Last Name of the Person to Whom You Are Writing
Name of Organization
Their Street Address
City, Province Postal Code

Inside Address

Dear Mr./Ms. Full Name:

Salutation

Body

You do not want to indent when you are using this format. This is the best format to use when you are writing a persuasive letter. You want to introduce yourself and the topic you are writing about to the reader in the first paragraph. Remember that the first rule of writing is to know your audience.

In a persuasive letter, you state your opinion or your feelings about an issue after you have introduced yourself. You must sound as professional and passionate as possible. You do not want to belittle the reader or they will not finish reading your letter. Your letter needs to have the facts, reasons, and examples to support your position. Address issues that your reader may have in their argument.

In your final paragraph, you should make a strong concluding statement regarding the position being taken and that you hope that the reader will be persuaded to see your side. Thank the reader for taking the time to read and consider your letter.

Sincerely yours,

Signature

A. Student



Student Activity

Letter Outline

Issue: _____

Position: Pro or Con

Opposing Stakeholder: _____

I. Introductory statement: _____

A. Claim #1: _____

a. Evidence: _____

B. Claim #2: _____

b. Evidence: _____

C. Claim #3: _____

c. Evidence: _____

II. Concluding statement: _____



Persuasive Letter Rubric

	Level 4	Level 3	Level 2	Level 1
Goal/Thesis (Application) /6	<ul style="list-style-type: none"> Strongly and clearly states a personal opinion. Clearly identifies the issue. 	<ul style="list-style-type: none"> Clearly states a personal opinion. Some references to the issue. 	<ul style="list-style-type: none"> Personal opinion is not clearly stated. Little or no references to the issue. 	<ul style="list-style-type: none"> Personal opinion is not easily understood. Has no references to the issue.
Reasons and Support (Application) /10	<ul style="list-style-type: none"> Three or more excellent points are made with good support. It is evident the writer put much thought and research into the assignment. 	<ul style="list-style-type: none"> Three or more points are made with support but the arguments are somewhat weak in places. The writer doesn't persuade completely. 	<ul style="list-style-type: none"> Two points are made; shows some preparation but weak arguments. 	<ul style="list-style-type: none"> Preparation is weak; arguments are weak or missing; and less than three points are made.
Conclusion (Application) /4	<ul style="list-style-type: none"> Summarizes personal opinion in a strong concluding statement. 	<ul style="list-style-type: none"> Summarizes personal opinion in a concluding statement. 	<ul style="list-style-type: none"> Concluding statement is a weak summary of personal opinion. 	<ul style="list-style-type: none"> Concluding statement makes no reference to personal opinion.
Organization (Communication) /5	<ul style="list-style-type: none"> Sentences and paragraphs are complete, well written and varied. 	<ul style="list-style-type: none"> Sentence and paragraph structure is generally correct. 	<ul style="list-style-type: none"> Sentence and paragraph structure is inconsistent. 	<ul style="list-style-type: none"> Little or no evidence of sentence or paragraph structure.
Word Choice/Tone (Communication) /5	<ul style="list-style-type: none"> Choice of words that are clear, descriptive and accurate. Maintains consistent persuasive tone throughout the letter. 	<ul style="list-style-type: none"> Adequate choice of words that are clear and descriptive. Demonstrates a persuasive tone in parts of the letter. 	<ul style="list-style-type: none"> Choice of some words that are clear and descriptive. Lacks consistent persuasive tone. 	<ul style="list-style-type: none"> Language and tone of the letter is unclear and lacks description.
Mechanics and Grammar (Communication) /5	<ul style="list-style-type: none"> Contains few, if any, punctuation, spelling or grammatical errors. 	<ul style="list-style-type: none"> Contains several errors in punctuation, spelling or grammar that do not interfere with meaning. 	<ul style="list-style-type: none"> Contains many punctuation, spelling and/or grammatical errors that interfere with meaning. 	<ul style="list-style-type: none"> Contains many punctuation, spelling and/or grammatical errors that make the piece illegible.
References (Communication) /2	<ul style="list-style-type: none"> References were included and in proper APA format. 	<ul style="list-style-type: none"> References were included in APA format with few errors. 	<ul style="list-style-type: none"> References were included but not in APA format. 	<ul style="list-style-type: none"> References were not included.