

The Persuasive Letter Genre

Purpose

The purpose of a persuasive (expository) letter is to put forward, to a particular person or organisation (or, in the case of a letter to the editor, the general public), an argument or point of view on some issue of concern.

Structure

The basic structure of a persuasive letter consists of five parts:

1. Initial details, including senders address, date, recipient's name and address, and greeting.
2. The writer's basic position or point of view is clearly stated.
3. Arguments for the point of view are presented in logical order, along with evidence, reasons and/or examples. Older students might also make some acknowledgement of the main arguments against their point of view, and answer them.
4. Summing up of argument, and restating of the point of view taken.
5. Formal sign-off.

Language Features and Conventions

The persuasive letter takes a formal tone. It is written primarily in the present tense. It makes use of full sentences and paragraphs. Linking words to do with reasoning and the idea of cause and effect are used, such as might, may, also, however, therefore, thus, so, for this reason.

<http://www.andrewseaton.com.au/gpersuad.htm>

Sentence Frames for Introducing Your Request

In my opinion, you should consider _____.

It would be _____ if you were to consider _____.

Based on the fact that the _____ is _____, you should most definitely consider _____.

Sentence Frames for Providing Reasons To Consider Your Request

One import reason for considering my request is that _____ is _____.

Another key reason for implementing my request is that _____.