

# WRITING TOOLKIT FOR FORMAL PERSUASIVE LETTER

## FEATURES

### Rhetorical questions

*What will you say to your grandchildren when they ask you what a tree was?*

### Persuasive emotive language

*You have a duty to protect our planet.*

Scientific evidence <https://www.bbc.co.uk/news/uk-england-52202974>

<https://www.standard.co.uk/news/uk/pollution-falling-uk-coronavirus-lockdown-a4396051.html>

In the last few weeks air pollution in London alone has decreased by .....

### Letter layout

*Your address is top right-hand corner of letter*

*Name and address of person you are writing to should be*

*Under this on left*

*Dear Mr Gardner,*

*First line of letter indented under recipient's name*

### Formal style and vocabulary.

*I am writing to express my concern about air pollution in London and the impact this can have on children's health and on the climate.*

### Do not use contractions

### Use emotive language as a persuasive tool

*You have the capacity as a member of parliament to improve children's health for the better.*

### Challenge

### Precise formal vocabulary

### Use formal punctuation. Semi -colons and colons.

*Traffic on London roads has dropped by 60% over the last few weeks; small particle pollution has declined sharply as a result.*

