BRIDGES EDITION

GENRE readers' & writers' WORKSHOP™

PERSUASIVE LETTERS



Clean Up City Park!

Ride Bikes, Not Cars!

We Need New Playground Equipment!





by Cynthia Swain

Benchmark EDUCATION

Genre: Persuasive Letters
Level: J/18*

GENRE readers' & writers' WORKSHOP™

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LITERARY ANALYSIS
- Respond to and interpret text
- Make text-to-text connections
- Analyze the genre

READING SKILLS
Comprehension
- Evaluate fact and opinion

Word Study
- Emotion words

Tier Two Vocabulary
(see Glossary)

WRITING SKILLS
Writer's Tools
- A strong ending

Writer's Craft
- How to write a persuasive letter

THEME CONNECTIONS
- **Being a Good Citizen**
- **Perseverance**

*The reading level assigned to this text is based on the genre examples only. "Focus on the Genre," "Reread," and "Writer's Craft" features were not leveled. These sections are intended for read-aloud or shared reading.

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The Readers' & Writers' Genre Workshop series includes eleven fiction and nonfiction genres. There are two titles with multiple stories for each genre.

How to use this book

1. Learn about the genre by reading pages 2–3. Get background information about the power of letter writing on pages 4–5.
2. Read the persuasive letters for enjoyment.
3. Reread the letters and answer the questions on pages 11, 15, and 21.
4. Reread the last letter. Pay attention to the comments in the margins. See how an author writes a persuasive letter.
5. Follow the steps on pages 22–23 to write your own persuasive letter.
6. Complete the activity on the inside back cover. Answer the follow-up questions.

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Three Persuasive Letters

by Cynthia Swain

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Persuasive Letters

What is a persuasive letter?

A persuasive letter is a letter that tries to convince readers to believe or do something. A persuasive letter has a strong point of view about an idea or a problem. It includes facts and examples to support an opinion, and it usually suggests a solution.

What is the purpose of a persuasive letter?

People write persuasive letters to "sway," or change the minds of, their readers. They want readers to see their points of view. They may want readers to take action, too.

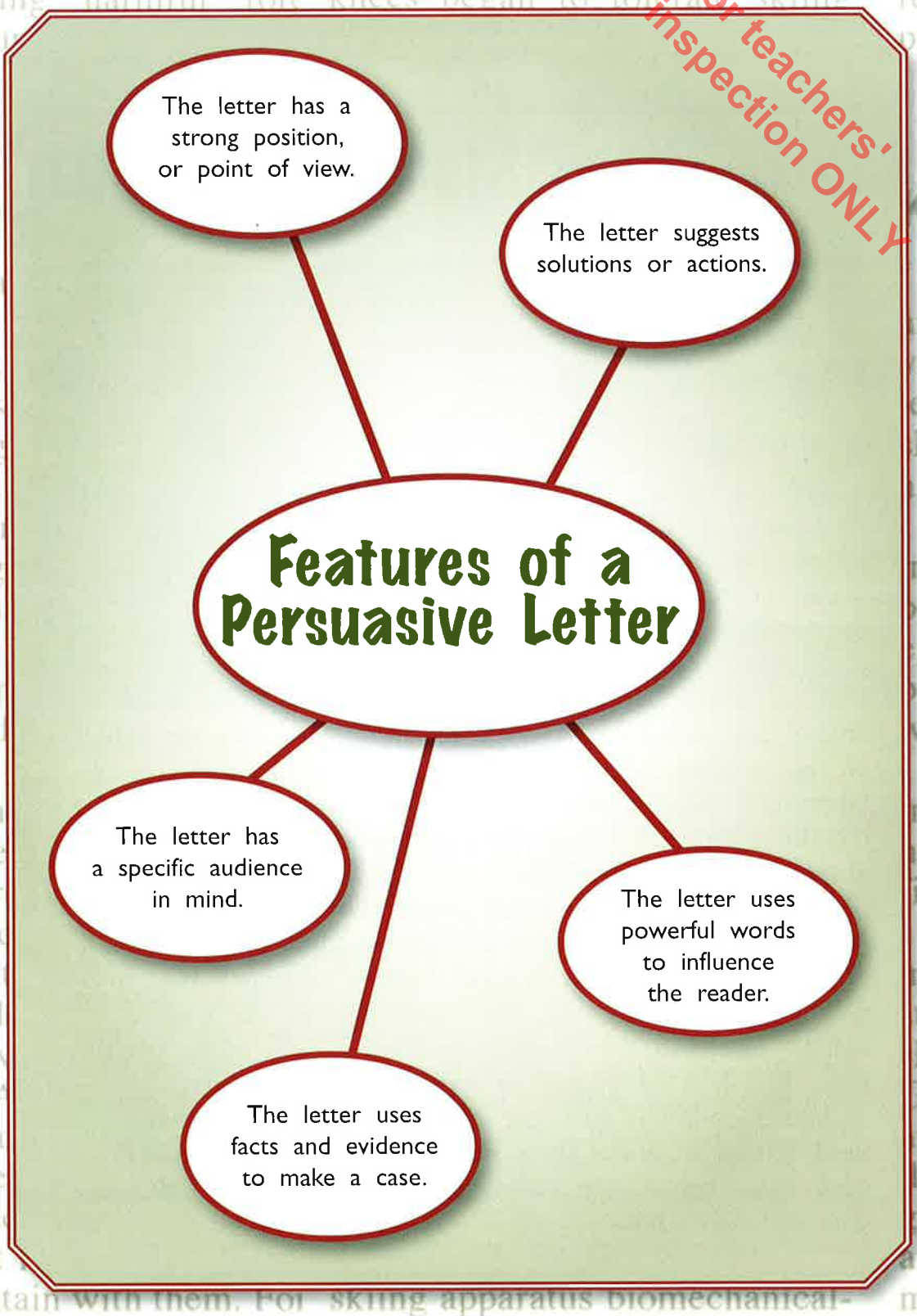
Who is the audience for persuasive letters?

People write persuasive letters to all kinds of people: parents, friends, citizens, business leaders, world leaders, and others. They write letters to make people understand their views. Often they want to change their audience's opinions. For example, someone might write to a leader about a law they don't agree with. The writer might want the leader to change the law.

How do you read a persuasive letter?

Keep in mind that the writer wants you to support his or her position. Ask yourself, *What is this writer's position, or opinion? Does she support it with facts and good reasons? Do I agree with her?* A good persuasive writer knows her audience. She knows what facts and reasons might change her reader's mind.

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Letters That Made a Difference

A letter can change a person's mind. Some letters can even help change the world. People have been writing letters for centuries. Here is one example of a letter writer who made a difference.

Jane Goodall

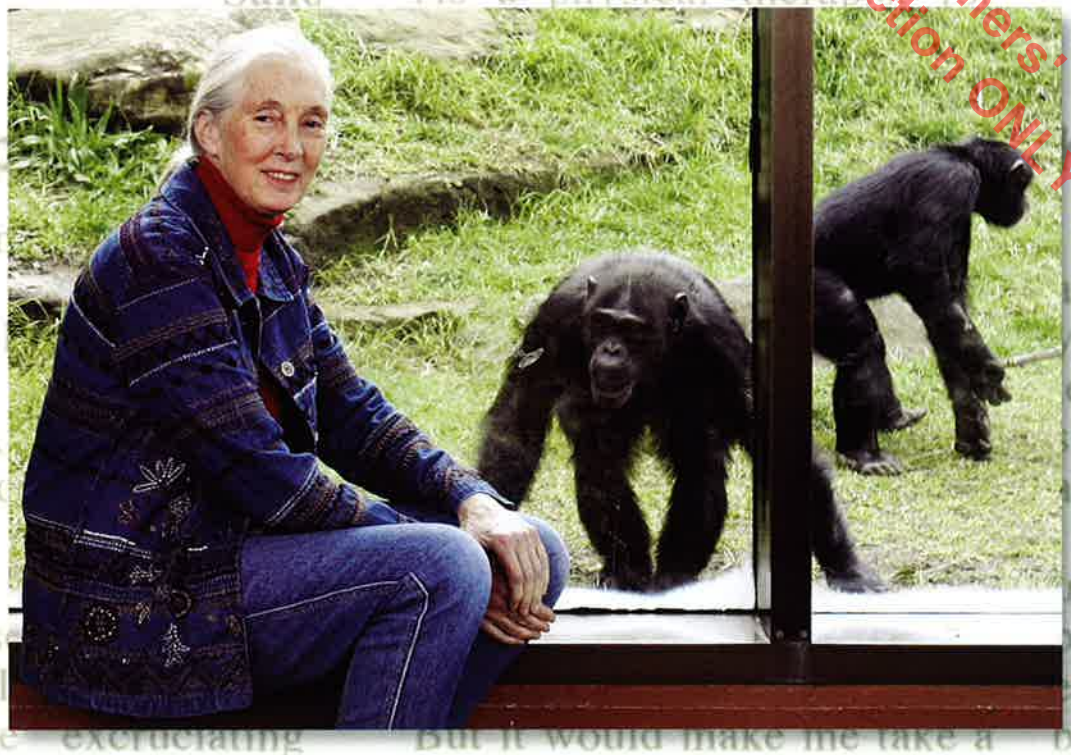
Jane Goodall is a famous scientist. She studied chimps in Africa for many years. Then she started a group to protect animals and the environment. She has written many letters. She has written letters to people all around the world.

In one letter, Goodall wrote about animal research. She wanted people to think about whether or not to allow animal research. She said, "I am writing to you on behalf of the millions of animals each year who are subjects of laboratory experiments . . ." She asked people to hold meetings about the issue. She wanted them to learn more about what was being done to animals.

In another letter, Goodall wrote about the danger of plastic bags. She supported her position with facts. "The Environmental Protection Agency estimates that over a billion plastic bags are used each day in the United States," she said. She wanted people to stop using plastic bags. She wanted people to switch to reusable bags.

Jane Goodall is just one of many people who have used letters to make their voices heard. You can make your voice heard, too, through a letter. In this book, you will learn how.

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Tools Writers Use

A Strong Ending

Persuasive texts cause readers to think, feel, or both. A strong ending is one tool writers use to meet this goal. Many persuasive texts end with an admonition, or rebuke. A rebuke says, "This is your problem, too, and we can do something about it. Doing nothing is not acceptable." Another type of persuasive ending works on the reader's emotions. These endings remind the reader of past events and ask the reader to make connections to the issue.



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