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 sender's 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.


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 important reason for considering my request is that __________________ is __________________________.

Another key reason for implementing my request is that ____________________________.

Sentence Frames by Nancy Escamilla - 2007