**Responding to the Films: Writing a Persuasive Letter**

**Your Task:** Write a 250 word persuasive letter to **Mr. Klinck, our Principal**, persuading him to hire one of the people from this unit **to come and speak to the staff students of Eastwood about their life changing experiences.** When selecting the person to write about consider the following criteria: **courage, overcoming obstacles, what others can learn from him/her, why is his/her story inspiring, will the staff and students be inspired by this story.**

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| **Choose a person from the list below:**   * Aron Ralston from 127 Hours * Molly from Rabbit Proof Fence * Rubin Carter from The Hurricane | **Process:**   * Complete an outline * Get Feedback from your teacher * Complete a rough draft * Revise your own rough draft * Have a peer edit your rough draft * Type a good copy |

**Success Criteria:**

* Use the formal letter structure: address, date, salutation, body, closing
* Use business writing techniques (state purpose, clear and concise language, factual tone, etc.)
* Use persuasive language
* Use examples from the film to support your opinions
* Organize the writing into paragraphs that develop clear arguments

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|  | Level 4  (sophisticated) | Level 3  (considerable) | Level 2  (somewhat) | Level 1  (limited) | R(does not meet requirements) |
| **Knowledge**  M 1.2 Interpreting Media Messages  W 2.1 Form (Knowledge of the formal letter structure) | Demonstrates a high degree of knowledge of the text by using specific details from the film & articles  Writing adheres to the formal letter structure extremely well | Demonstrates a considerable degree of knowledge of the text by using details from the film and articles  Writing adheres to the formal letter structure (1 element missing) | Demonstrates some knowledge of the text by using some details from the film and articles  Writing adheres somewhat to the formal letter structure (2 elements missing) | Demonstrates a limited knowledge of the text by using few details from the film and articles  Writing uses the formal letter structure with limited effectiveness (3+ elements missing) | Does not make sufficient references to the text (film and articles)  Does not use the formal letter structure |
| **Thinking**  M 1.2 Interpreting Texts (Supports ideas with details from the film/ articles)  W 2.7 Producing Drafts (Process Work) | Refers consistently to text to support opinions/ideas.    Rough draft is detailed and shows evidence of revising and editing. | Often refers to the text to support opinions/ideas.    Rough draft is complete with some evidence of revising and editing. | Some references to the text support opinions/ideas. More references to the text required.  Rough draft is included- no editing. | Few references to the text are made or these references do not support opinions/ideas. More references to the text required.  Minimal rough planning has been completed. | Does not meet requirements.  No rough draft included. |
| **Communication**  W 3.1 & W 3.4 Spelling and grammar  W 1.4 Organization  W 2.3 Diction (Persuasive language)  W 3.6 Publishing (Business writing techniques) | Spelling and grammar are virtually error free.  Organization enhances demonstration of comprehension.  Use of language forcefully persuades the reader  Excellent use of all business writing techniques (statement of purpose, clear & concise language, factual tone, etc) | 4 -6 spelling and grammar errors  Organization is effective and logical.  Use of language is appropriate for the audience and persuades  A clear ability to transfer business writing techniques has been demonstrated. | 7-9 spelling and grammar errors  Organization is logical.  Use of language attempts to persuade the reader  Mostly uses business writing techniques. | 10-14 spelling grammar and errors  Organization needs improvement.  Use of language is of a limited appropriateness for the audience  Little use of business writing techniques. | 15 or more spelling and grammar errors  Disorganization hinders the overall communication.  Does not meet requirements.  Does not meet requirements. |