**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
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**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 MessagesW 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 & articlesWriting adheres to the formal letter structure extremely well  | Demonstrates a considerable degree of knowledge of the text by using details from the film and articlesWriting adheres to the formal letter structure (1 element missing) | Demonstrates some knowledge of the text by using some details from the film and articlesWriting 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 articlesWriting 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 grammarW 1.4 OrganizationW 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 readerExcellent use of all business writing techniques (statement of purpose, clear & concise language, factual tone, etc) | 4 -6 spelling and grammar errorsOrganization is effective and logical.Use of language is appropriate for the audience and persuadesA clear ability to transfer business writing techniques has been demonstrated. | 7-9 spelling and grammar errorsOrganization is logical.Use of language attempts to persuade the readerMostly uses business writing techniques. | 10-14 spelling grammar and errorsOrganization 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 errorsDisorganization hinders the overall communication.Does not meet requirements.Does not meet requirements. |