

Letter to the Editor Assignment

Instructions:

- You are writing a letter to the editor of the *Kinship Press* (a fictional newspaper inspired by *Spite Fences*) voicing the concerns of a specific character.
- Write from your character's perspective in his/her own voice, making an effective persuasive appeal about the concerns he/she has specifically.

Your letter must include the following:

- A persuasive appeal using **ethos**, **pathos**, and **logos** – one method for each paragraph, leaving your most persuasive to the end.
- Finish with a **call to action**
- In each paragraph, use **textual references**, paraphrased with page numbers
 - Format: Mamas don't act the way mine always did (234).
- Proper formatting** (as shown in class – see reverse)
- Your character's **signature**
- 150-200 words in length** with a **word count in brackets** at the bottom of the letter

Finally, to ensure your letter is marked, **use your real name as the editor's name** when sending the letter. This way it will be clear who actually wrote the letter.

PLAN! My Character: _____

Character's Main Message or Concern	
Ethos	
Pathos	
Logos	
Call to Action	

Evaluation:

Criteria	Below Level 1	Level 1	Level 2	Level 3	Level 4
Persuasive Argument Use of Ethos, Pathos, and Logos	<ul style="list-style-type: none"> Argument is not persuasive Ethos, Pathos, Logos not evident 	<ul style="list-style-type: none"> Persuasiveness and reasoning is limited Vague use of Ethos, Pathos, Logos 	<ul style="list-style-type: none"> Argument is somewhat persuasive Some attempt to use Ethos, Pathos, Logos 	<ul style="list-style-type: none"> Argument is persuasive Good use of Ethos, Pathos, Logos 	<ul style="list-style-type: none"> Argument is persuasive and thoughtfully presented Proficient and clear use of Ethos, Pathos, Logos
Textual References	<ul style="list-style-type: none"> Few references, lacking relevance 	<ul style="list-style-type: none"> Some references, lacking relevance 	<ul style="list-style-type: none"> Some relevant references 	<ul style="list-style-type: none"> Relevant references 	<ul style="list-style-type: none"> Relevant references formatted properly
Assumption of Character's Voice	<ul style="list-style-type: none"> No attempt to assume a character 	<ul style="list-style-type: none"> Poor attempt to assume a character 	<ul style="list-style-type: none"> Some attempt to assume a character 	<ul style="list-style-type: none"> Assumes a character well 	<ul style="list-style-type: none"> Believable assumption of character
Call to Action	<ul style="list-style-type: none"> No / Unclear call to action 	<ul style="list-style-type: none"> Unclear Call to action 	<ul style="list-style-type: none"> Somewhat relevant call to action 	<ul style="list-style-type: none"> Good call to action 	<ul style="list-style-type: none"> Excellent call to action
Style / Grammar / Spelling	<ul style="list-style-type: none"> Poor mechanics 	<ul style="list-style-type: none"> > 5 errors 	<ul style="list-style-type: none"> 3-4 errors 	<ul style="list-style-type: none"> 1-2 errors 	<ul style="list-style-type: none"> No errors
Letter Formatting	<ul style="list-style-type: none"> Disregards letter formatting 	<ul style="list-style-type: none"> Poor letter formatting 	<ul style="list-style-type: none"> Some formatting adherence 	<ul style="list-style-type: none"> Good letter formatting 	<ul style="list-style-type: none"> Perfect letter formatting

DUE DATE: _____

Name: _____

Total: _____ /30

Letter to the Editor Format

- ✓ Use block style (that means don't indent each new paragraph)
- ✓ Develop your argument using short paragraphs
- ✓ Use persuasive language
- ✓ Proofread like your argument (and success on this assignment) depends on it!
- ✓ Set up your page as follows (remember – this formatting should be exact down to EVERY detail)

Your complete name
House Number and Street Name
City, State
Zip Code
Country

Full Date formatted like this: 29 October 2010

Name of Recipient (Editor)
Title of Recipient
Building Number and Street Name
City, State
Zip Code
Country

Salutation (e.g. Dear so-and-so...)

Start with a short paragraph including your purpose in writing. Keep it brief. End this paragraph with a strong argument (thesis).

Next, develop support. In this paragraph, support should fit nicely with your choice of ETHOS, PATHOS, or LOGOS. Use specific examples from the text and strong language – don't be wishy-washy. In order to be convincing and to be published in the paper, you must be grammatically correct. Proofread **several** times.

Develop your main thesis. In this paragraph, however, use **another** tool of rhetoric (ETHOS, PATHOS, or LOGOS). Paragraphs in letters to the editor aren't developed like "hamburger" paragraphs, so short ones are okay. What matters is that each argument is convincing through RHETORIC and PROOF.

Here, use your last and most persuasive tool of rhetoric (ETHOS, PATHOS, or LOGOS). Remember that each paragraph is single-spaced. Include an extra space between paragraphs, proving that letters to the editor are formatted differently than a typical MLA essay style paper. Use Times New Roman, 12 point font, though.

Close your letter with a strong plan of action. This short paragraph should restate your character's primary concern and argument and ask readers to believe or do something. They should feel inspired.

End off cleverly (ie. Most sincerely...) and leave 5 spaces.

Your name (here, it'll be your character's name). Don't forget to sign above.

(198 words)