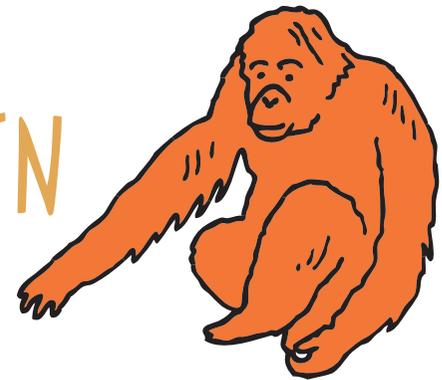


Planning a persuasive letter

LEARN AT **CHESTERZOO**



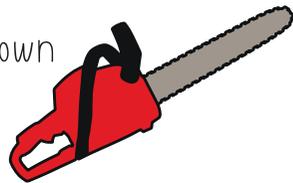
Why use products that **CONTAIN**
sustainable palm oil?



Palm oil has the potential to be environmentally friendly, if grown sustainably

Sustainably produced palm oil **MUST** meet certain criteria

Primary rainforests aren't cut down for new plantations



Plantation owners follow best practice to make the plantation efficient and reduce the impact on the environment.

Workers are cared for and given proper wages and rights.

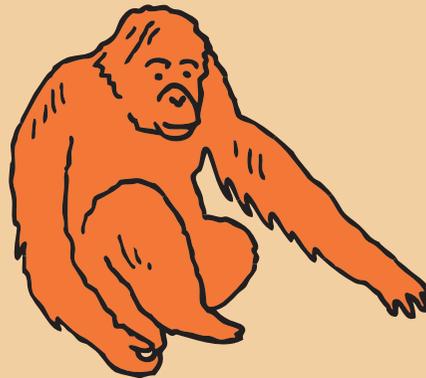


Wild life corridors are kept to connect fragmented species.



Persuasive letter

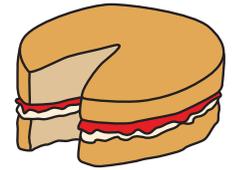
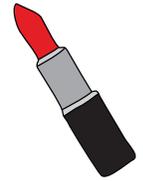
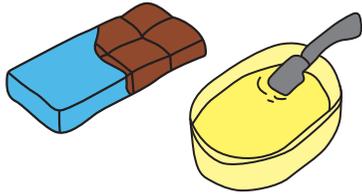
- You will be writing a letter to your local MP to explain the importance of clear labelling of products containing palm oil and CSPO palm oil. You will be asking him to raise this issue in Parliament.
- **Over the course of one or two lessons, you will be:**
 - Reviewing what needs to be included in a persuasive, formal letter.
 - Planning, a persuasive, formal letter to your local MP.



Why should we need clearer labelling
of palm oil and sustainable palm
oil on products??



Why should we need clearer labelling of palm oil and sustainable palm oil on products??



- For people to know whether the palm oil is considered sustainable or unsustainable since they are concerned about palm oil production.
- To have a clearer understanding of whether the ingredients contain palm oil derivatives and therefore to consider if animals, plants and the environment have been affected during palm oil production. To know if any of the ingredients are sustainable.
- To make it clear that not all palm oil is unsustainable.
- To promote the use of the RSPO label and clearer understanding of what this means.

L.O.: To plan a persuasive, formal letter

Success Criteria:

I can:

- Recognise persuasive devices in a persuasive letter.
- Include relevant information in a structured format..
- Back up arguments with evidence.
- Provide counter arguments.
- Include powerful nouns and adjectives.
- Include powerful verbs and adverbs.



L.O.: To plan a persuasive, formal letter

Letter to MP requesting better labelling of palm oil and sustainable palm oil on products

Dear Mr Jones

I don't think that we should be eating food containing palm oil. I don't believe that it is a good product and it is difficult to know whether it is in food items or not. I know that animals and plants are dying where palm oil is being produced and I don't think that we should be eating anything that contains it. I cannot understand if palm oil is found in products by looking at their labels. It is very confusing! They don't make sense!

Please ask Parliament to make labels clearer on products. I need to know what I am eating!

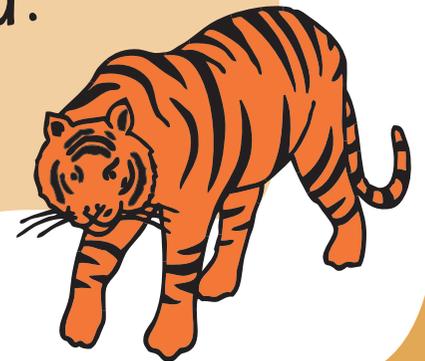
Joe Clark

L.O.: To plan a persuasive, formal letter

What is wrong with the letter?

There is a limited understanding of the issues involved.

The structure and language of the letter needs to be improved.



L.O.: To plan a persuasive, formal letter

How can the letter be improved?

- In pairs, annotate Joe Clark's letter to his MP. Consider ways to improve it in structure and language that will make it a more formal, well-structured letter.
- Share your ideas to your group (of about six children).
- A spokesperson will share your ideas to the rest of the class.

Dear Mr Jones

I don't think that we should be eating food containing palm oil. I don't believe that it is a good product and it is difficult to know whether it is in food items or not. I know that animals and plants are dying where palm oil is being produced and I don't think that we should be eating anything that contains it. I cannot understand if palm oil is found in products by looking at their labels. It is very confusing! They don't make sense!

Please ask Parliament to make labels clearer on products. I need to know what I am eating!

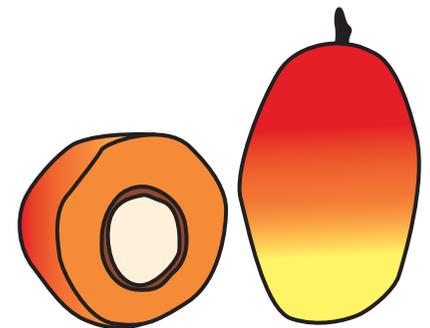
Joe Clark

L.O.: To plan a persuasive, formal letter

Features of a persuasive letter

- Clear introduction and conclusion
- Statement of topic and opinion in introduction
- Paragraphs with reasons and evidence to support
- Complex sentences linked with connectives like: therefore, because, so, however, even so etc.
- Persuasive language e.g.

A Alliteration
F Facts
O Opinions
R Repetition and Rhetorical questions
E Emotive language and Exaggeration
S Statistics
T Three (rule of three)

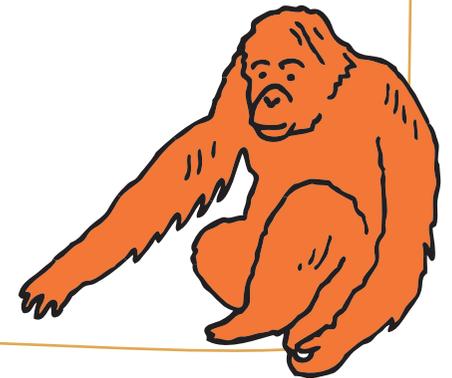


L.O.: To plan a persuasive, formal letter

Further criteria for a formal letter

The letter should:

- Be more formal in style.
- Be structured well.
- Contain facts that back up your points, if possible.
- Be polite, reasonable and positive.
- Include counter arguments.



L.O.: To plan a persuasive, formal letter

Completing the Planning Sheet 1

Paragraph 1 - What are you writing about? Background to topic?
Overview of what you would like to achieve from the letter.

Paragraph 2 - Persuasive point given. Evidence/ example to back up point.

L.O.: To plan a persuasive, formal letter

Completing the Planning Sheet 2

Concluding Paragraph - Restate what you would like to achieve and why. Summarise main points. Looking forward to hearing from recipient..

L.O.: To plan a persuasive, formal letter

What should you include in your letter?

All children are to write the plan for a formal persuasive letter. Include powerful nouns and adjectives.

*Insert your information into the worksheet:
'Persuasive formal letter planning sheet'.

/ *Use the planning sheet to guide your writing only.
Include points in separate paragraphs.
Back up your evidence, if possible (using knowledge obtained in previous lessons on palm oil).

***Provide counter arguments. Try to include powerful verbs and adverbs.

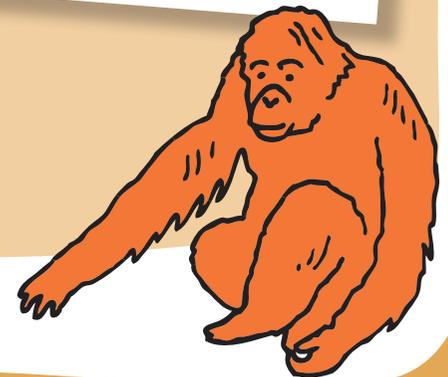
LEARN AT CHESTER ZOO
PERSUASIVE FORMAL LETTER PLANNING SHEET

Name: _____ Date: _____ Class: _____

1 _____
2 _____
3 _____
4 _____
5 _____
6 _____
7 _____
8 _____
9 _____
10 _____

1 Your address
2 Date
3 Addressee (for letter recipient)
4 Paragraph 1 - What are you writing about? Background to topic? Overview of what you would like to achieve from the letter.
5 Paragraph 2 - Persuasive point given. Evidential example to back up point.
6 Paragraph 3 - Persuasive point given. Evidential example to back up point.
7 Paragraph 4 - Persuasive point given. Evidential example to back up point.
8 Concluding Paragraph - Repeat what you would like to achieve and why. Summarise main points. Looking forward to hearing from recipient.
9 Yours Sincerely (Name known) Yours Faithfully (Sir/Madam used to start letter)
10 Yours Sincerely (Name known) Yours Faithfully (Sir/Madam used to start letter)

chesterzoo.org/learning



L.O.: To plan a persuasive, formal letter

What have you achieved

Success Criteria:

I can:

- Recognise persuasive devices in a persuasive letter.
- Include relevant information in a structured format.
- Back up arguments with evidence.
- Provide counter arguments.
- Include powerful nouns and adjectives.
- Include powerful verbs and adverbs.

What have you managed to complete in this lesson?

What will you be doing in the following lesson?

