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

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!

<table>
<thead>
<tr>
<th>Character’s Main Message or Concern</th>
<th>Ethos</th>
<th>Pathos</th>
<th>Logos</th>
<th>Call to Action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Evaluation:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Below Level 1</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persuasive Argument Use of Ethos, Pathos, and Logos</td>
<td>Argument is not persuasive</td>
<td>Persuasiveness and reasoning is limited</td>
<td>Argument is somewhat persuasive</td>
<td>Argument is persuasive</td>
<td>Argument is persuasive and thoughtfully presented</td>
</tr>
<tr>
<td>Textual References</td>
<td>Few references, lacking relevance</td>
<td>Some references, lacking relevance</td>
<td>Some relevant references</td>
<td>Relevant references</td>
<td>Relevant references formatted properly</td>
</tr>
<tr>
<td>Assumption of Character’s Voice</td>
<td>No attempt to assume a character</td>
<td>Poor attempt to assume a character</td>
<td>Some attempt to assume a character</td>
<td>Assumes a character well</td>
<td>Believable assumption of character</td>
</tr>
<tr>
<td>Call to Action</td>
<td>No / Unclear call to action</td>
<td>Unclear Call to action</td>
<td>Somewhat relevant call to action</td>
<td>Good call to action</td>
<td>Excellent call to action</td>
</tr>
<tr>
<td>Style / Grammar / Spelling</td>
<td>Poor mechanics</td>
<td>&gt; 5 errors</td>
<td>3-4 errors</td>
<td>1-2 errors</td>
<td>No errors</td>
</tr>
<tr>
<td>Letter Formatting</td>
<td>Disregards letter formatting</td>
<td>Poor letter formatting</td>
<td>Some formatting adherence</td>
<td>Good letter formatting</td>
<td>Perfect letter formatting</td>
</tr>
</tbody>
</table>

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.