

**High-Performance Writing**  
Advanced Persuasive Writing

**School-Home Link**

Dear \_\_\_\_\_,

During the next few weeks, our class will be working on Persuasive Writing at the Advanced Level. The students will learn how to write a persuasive composition that expresses an opinion and to support it with evidence in the form of facts, statistics, anecdotes, and expert opinion. The students will also write a convincing sales pitch and compose an effective advertisement for a newspaper or a poster. As the students complete the persuasive-writing assignments, they will learn important language arts skills, including rules for grammar, punctuation, and capitalization.

Here are some things you and your child can do at home:

1. When your child expresses an opinion about something, be a good listener. Ask your child what evidence he or she has to support the opinion. Ask your child to categorize the evidence as facts, statistics, anecdotal information, or expert opinion.
2. When your child brings home a persuasive-writing assignment, ask your child to read it to you. Praise your child's writing, pointing out parts you think are especially good. Ask your child to share the writing with other family members.
3. Find and read aloud an advertisement in a newspaper or a magazine that advertises something your child would like to purchase. Talk about what makes the advertisement appealing. Ask your child to answer these questions: What important information does the ad include? Who is the customer the ad is trying to attract? What does the ad say that makes the customer want to buy the product? Encourage your child to find advertisements for similar items and explain which would make the best purchase.
4. Ask your child to help plan a poster or an advertisement for a garage sale, a bake sale, or another event in which you participate. By applying what your child has learned about writing advertisements to a real situation, he or she will develop confidence in the new skills.
5. Ask your child to think of something he or she would like to do or have. Ideas might include staying up an hour later on weekends, buying a certain item, or going to a sports event. Ask your child to write a persuasive composition expressing his or her desire and giving facts, statistics, anecdotes, and/or expert opinion as evidence to support the desire.

If you have any questions, suggestions, or comments about the writing we're doing at school, please feel free to call or meet with me.

Your child's teacher,

  

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