

Persuasive letter to the editor 7-9

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Structural features of formal letter writing including date, sender and recipient address

The Age Newspaper
PO Box 233
Richmond, Vic
3121

To the editor,

Formal salutation

I'm concerned about the growing number of fame-intoxicated teens who count celebrities like Miley Cyrus and Kim Kardashian among their role models. The future of the world is in trouble if we are forced to leave things up to a bunch of celebrity obsessed couch potatoes, which is what they will become if we don't do something to prevent it!

Outlines the issue being addressed using connotative language and use of well-known and largely criticised celebrities as example to set the negative tone for the letter
Appeal to fear doubles as a statement of contention

Like many other parents I spend a lot of time talking to my kids about what's going on in their world and examining the kinds of things they are reading and watching and it's a good thing I do. Who else is going to tell them that life with as a millionaire with a mansion and Maserati is not the norm? Or that you can't build a career on your twerking 'skills'? Certainly not the television or internet, which are both saturated in this trash 24/7. In my opinion the media has some explaining to do. I have no problem with adult content aimed at adults but they prey on young people when they market this stuff and have no sense of balancing it out to give people options. It's all about what sells.

Use of the parent persona makes the argument more convincing due to personal experiences
Alliteration, paired with rhetorical question emphasises and ridicules the situation
Attack on the media, using the word 'prey' positions the audience to see them as a threat

If you want quality, family-friendly programming, you actually need to seek it out and it's not always easy to find. Doesn't the government also have a responsibility to ensure that some kind of standard is maintained in terms of what is suitable for our kids' eyes and ears? Perhaps society has begun to accept that you can't control what kids watch, putting it in the 'too hard basket' and letting technology dictate the terms. I say we do this at the risk of losing our kids' sense of reality and to some extent, their innocence.

Common phrase uses alliteration and provides a contrast with previous terms such as 'trash'
Rhetorical question positions the audience to blame the government
Recurring use of the appeal to fear connects the whole piece

It's about time that the government and the media send some back up to help me and the other poor parents out here trying to fight the battle, before the only thing our daughters learn to aspire to is to become the next 'Bachelorette'.

Worried,
Carlton, Vic

Call to action aimed at those named as being responsible

Further reference to popular, though much criticised show illustrates the risk

Sign off with a feeling rather than a name indicates the writer's tone

From: Modified student work sample Craigieburn S.C 2013