

Dear Duncan

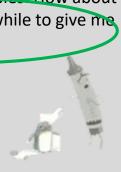
Grey crayon here. You're KILLING ME! I know you love elephants and I know elephants are grey, but that's a lot of space to colour in all by myself.

And don't even get me started on your minos, hippos and HUMPBACK WHALES. You know how tired I am after handling one of those things? Such BIG animals...

... baby penguins are grey, you know. So are very tiny rocks, pebbles. How about one of those once in a while to give me a break?

Your very tired friend

Grey crayon



Hi, Duncan think there brighter than me! It's NOT FAIR when you use that too Your Friend Black Crayon

Emotive language - 'feeling' words or words that have a positive or negative intent behind them. It makes the reader feel something powerful enough to want to change their behaviour.

Power of 3s - 3 items in a row. It is used to make the argument seem more powerful. People remember 3 things, 4 is too many and 2 not enough!

Rhetorical questions - questions that do not have an answer with them. They make the reader think about their situation and the situation of others.

Emotive language - 'feeling' words or words that have a positive or negative intent behind them. It makes the reader feel something powerful enough to want to change their behaviour.

Language can be used to

persuade. Here is some emotive language from Please can I have a puppy and examples of what the opposite would be. What would be the effect of using the opposite in your letter?

Doting/loving dog OR menacing savage beast

Close companion OR Lone wolf

Love to run OR Running is such an effort Power of 3s - 3 items in a row. It is used to make the argument seem more powerful. People remember 3 things, 4 is too many and 2 not enough!

3s are often used to help remember things in slogans. Here are good examples of famous 3 slogans!

A Mars a day helps you work, rest and play. - Mars Bar ad.

Faster, Higher, Stronger - The Olympic motto.

"I came, I saw, I conquered", attributed to Julius Caesar of Rome.

Slip-Slop-Slap - Australian sun protection campaign.

Rhetorical questions questions that do not have an answer with them. They make the reader think about their situation and the situation of others.

## Try introducing rhetorical questions with:

Are we expected to...?

How could we possibly ...?

How will...?

What will we do when ...?

	Emotive language	Power of 3s	Rhetorical questions
Please can I have a dog			
Please can I have a sleepover			