

Dear Duncan,  
 You colour with me, but why?  
 Most of the time I'm the  
 same colour as the page you  
 are using me on - WHITE.  
 If I didn't have a black  
 outline, you wouldn't even  
 know I was THERE!  
 I'm not even in the rainbow.  
 I'm only used to colour  
 SNOW or to fill in empty  
 space between other things.  
 And it leaves me feeling...  
 ...well... empty. We need  
 to talk.  
 Your empty friend,  
 White crayon

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  
 rhinos, 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,  
 I HATE being used to draw  
 the outline of things...  
 ... things that are coloured in  
 by other colours, all of which  
 think they're brighter than me!  
 It's NOT FAIR when you use  
 me to draw a nice beach ball  
 and then fill in the colours of  
 the ball with ALL THE OTHER  
 CRAYONS. How about a  
 BLACK beach ball some time?  
 Is that too much to ask?  
 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...			