**ENG II Ms. Houck**

**Hero Performance Task - Persuasive Letter Assignment**

The purpose of a persuasive essay is to convince an audience to embrace your point of view. Using your interview and research about your chosen hero, **write a persuasive letter** in which you try to sway your audience (ie. political leader, community leader, community group/award program) to a particular point of view about your person. **You should argue why your person fits your definition of a hero and why he/she deserves recognition.**

**Guidelines:**

* Essay letter must be at least 4 paragraphs – introduction, 2 body paragraphs, conclusion
* **You must have at least two (2) main points to convince your reader, with evidence for each point**
  + **Each point should have 2-3 examples**
* **You MUST use at least two (2) pieces of textual evidence from assigned hero articles in addition to your interview information**
  + Use quotes from the article to emphasize your hero’s qualities
* Use proper grammar, punctuation, spelling, etc.
* Use the elements of persuasion.
* Use specific examples to support your points.
* Do NOT use “you” – you may use “I” *but sparingly*

**You MUST include a separate Works Cited page**

**Persuasion Tips and Techniques:**

* State your position about why the person is a hero.
* Showcase your strongest argument.
* Use effective arguing techniques and appeals:
  + Logical appeal (logos) – information based on reason
    - Inductive reasoning – specific facts to lead to a general truth.
    - Deductive reasoning – a general truth applied to a particular case.
  + Ethical appeal (ethos) – information and language based on perceptions of what is right and wrong; establishes writer/speaker’s credibility
  + Emotional appeal (pathos) – ideas and language meant to tap into feelings such as pride, fear, or revenge.
* Use transitions:
  + Transitions that show contrast: however, although, despite
  + Transitions that point to a reason: since, because, if
  + Transitions that signal a conclusion: therefore, consequently, so, then, as a result
* Use parallel structure – repeated use of similar ideas in a similar grammatical form. In a persuasive essay, parallelism enhances the power of your language, and helps to emphasize your arguments and create a compelling rhythm. (MLK’s “I Have a Dream” speech is a great example)

**Outline due:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Final letter due:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_