Name:

As we conclude this unit, you will write a formal, persuasive OPEN LETTER that addresses what you consider to be the most crucial theme to highlight from the vast continent of Africa. We have looked at poverty, war, genocide, race, imperialism, colonization, geographic luck, perseverance, survival, human integrity, the list goes on.
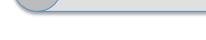
OPEN LETTER:
1. a letter that is intended to be read by a wide audience, or a letter intended for an individual, but that is intentionally widely distributed.
2. usually takes the form of a letter addressed to an individual but is provided to the public through newspapers and other media, such as a letter to the editor or a blog.
3. Especially common are critical open letters addressed to political leaders.

Persuasion:
a process in which *communicators* try to convince other people to change their <u>attitudes</u> or <u>behavior</u> regarding an issue through the communication of a message, in an atmosphere of free choice.
Persuasion has three components:
1. Persuasion involves an attempt to influence another party. It is a type of *social influence.* Social influence is the broad process in which the behavior of one person alters the thoughts or actions of another.
2. Persuasion involves the communication of a message. The message can be verbal or non-verbal (argument, images, music, etc.)
3. Persuasion requires free choice. Individuals must be free to alter their own behavior or to do what the persuader suggests.
4. Good persuasion adheres to the components of the S.M.E.L.L. analysis

<u>This letter must adhere to the following</u>:
1. Start with a **creative introduction** that introduces yourself and establishes ethos (credibility).
   ⇒ *Introduction should be targeted to your message and your audience. Its job is to say why the topic is important and to give your audience the information they need in order to begin thinking about that topic from your perspective.*

1. At least **2 *body* paragraphs**, each one arguing and proving (with data and warrants) the importance of your issue or stand. Include several specific examples (logos/data)

2. A **concluding paragraph** which includes a lasting effect or even call to action
   ⇒ that returns to the initial question or point to reveal something new about it. You might explicitly recommend that your readers think or act differently having read your letter, or simply leave them with a sense of the larger implications of your topic—think about how you want them to think and feel after reading your letter.

3. **Powerful language** which evokes emotion (pathos)

4. Typed, double-spaced

Planning:
Look over your notes, assignments, notebook from the unit. Spend some time skimming and re-reading.

1. In this unit, what moved you? What bothered you? Why did it bother you so much? In your opinion, what is the saddest element of this study? The most important? The most beautiful?

2. Considering your strongest opinions, who or what might your **specific**, **or explicit**, audience be?
   ⇒ (**Explicit**: *stated clearly and in detail, leaving no room for confusion or doubt.*)

3. Now consider who your **general, or implicit**, audience might be. Who or what might be broadly affected or moved by "over-hearing" your speech?
   ⇒ (**Implicit**: *implied, though not plainly expressed*)

4. What is your relationship with your audience? Are *you* the speaker or do you want to be creative and speak from another perspective (An open Letter *from* Rwanda *to* Belgian Imperialism)?

5. What is your **Main Idea**? Write this in a complete statement.
   ⇒ (*John Franklin's Main Idea is that the R-word is hurtful to people with developmental disabilities and should not be used as an insult.*)

6. What **Effect** do you want to have on your audience (specific and broad)?

   ⇒ What is your purpose? *My purpose is to show…*

   ⇒ How do you want your audience to feel or what do you want them to do?

7. Write a list of specific examples (events, statistics, anecdotes that you can use to support your main Idea.

8. You are ready to draft!