

Year 11 English Work

This week I would like you to practice writing formal letters of complaint. You will need to use your best persuasive skills here!

Persuasive techniques



Direct address ("you")
Alliteration / Adjectives
Facts
Opinions
Rhetorical questions
Repetition
Exaggeration / Emotive language
Statistics
Tone / Triplets

Complete the 'DAFORREST' acronym which lists many of the persuasive techniques you can use when **writing to persuade**.

Extension: What are the best techniques to use when **writing to persuade**? Why?

DAFORREST is a useful way of remembering lots of persuasive techniques.

On the next page there is an example of a persuasive letter of complaint. How many of the DAFORREST techniques can you find in the letter? Highlight them and think about how they are effective.

NOW IT'S YOUR TURN TO COMPLAIN!

You need to make up a complaint and write a letter. Try to persuade someone that your complaint is right and you should be compensated for it.

Make up a reason to complain and the person you are writing to. Perhaps your new phone arrived with a cracked screen, or your hotel room was dirty, or your take away gave you food poisoning etc etc.

Set out your letter like the one on page 2. Remember to start a new paragraph for each new point!

Good luck. I look forward to hearing your complaints.

Mrs Brindle x

456 Where I Live Street
Town Name
County
Country
Postcode

Monday, 15 June 2020

The person you are writing to
123 Fake Street
Town Name
County
Country
Postcode

Dear Sir/Madam,

I am writing to you concerning a recent purchase I made of an Apple iPhone XS Max from your store in Madeuptown on Thursday 22nd November. Despite receiving adequate customer care whilst in the store, I feel atrociously let down, angered and frustrated by the subsequent service that has been offered me regarding my complaint over a faulty item.

As soon as I returned home from the store, eager to set up my new device, I was apoplectic with rage to discover the usually pristine screen on the phone was smashed into a million pieces. How is this acceptable from a well-established business such as yourselves? Not only that, but when I rang your offices to demand a full refund, I was abruptly told that I would need to provide proof that the damage was sustained before I opened the container.

Have you never heard of the phrase, "The customer is always right?" In this case I most certainly am and expect to be given a full refund and appropriate compensation for the way I have been so appallingly treated. Despite contacting you regularly since last week, literally nothing has been done to make me believe I can ever shop at your premises again.

Please, please, please organise a refund to my bank account post-haste before I take this matter to your senior managers and if necessary the local press. I eagerly await your response.

Yours faithfully,

A handwritten signature in blue ink, appearing to be 'John Smith', written in a cursive style.

Mr Angry Customer