Letter to the Editor – Need to Know!

When writing your letter, you must consider some important factors. Once you have your topic and organizers finished, you should look at the following information for your letter.

Firstly, do not forget about **RAFTS**:

* *Role* - The perspective from which the writer is writing. Are you writing as an angry customer, a concerned citizen, a student council member? Are you yourself involved with the issue, or are you speaking on behalf of a group or principle?
* *Audience* – Who will read the piece of writing? The style, tone and language of your writing piece will depend on who the piece is aimed at. For example, a letter to the editor of a newspaper would look very different that a letter you wrote to your best friend, even if the subject matter is the same.
* *Format* – The form the writing will take: an interview, a poster, a letter, an essay?
* *Topic* – What is the writing about? What is the issue the writer is addressing?
* *Strong verb* – The purpose for writing. For example, opinion writing is intended to persuade, to convince, to call to action.

Using your RAFTS menu in your writing workshop section, fill in the following blanks with reference to your Letter to the Editor:

As \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(role), write a***Letter*** (format) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ing (strong verb) ***to the editor*** (audience) about \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(topic).

# Research, research and more research

You already have your topic, your opinion/arguments; now you must do some research for supporting detail. Recall our activity with advertisements, and different ways used to sell us goods. Some examples were loaded words, expert opinion, bandwagon appeal (everyone is doing it) and complimenting the reader’s intelligence.

Please make sure you follow up your own opinions with support, which might include the following:

|  |  |
| --- | --- |
| **Method to Use** | **Examples** |
| Facts | *Second-hand smoke affects everyone, not just smokers.* |
| Statistics | *Forty-two percent of people who die of lung cancer have never smoked a cigarette.* |
| Statement from authorities | *Dr. T.O. Bacco, a lung specialist at the General Hospital, says that smoking in restaurants is the main source of second-hand smoke.* |
| General opinions | *All non-smokers agree that cigarettes and food don’t mix.* |
| Reasoning | *If second-hand smoke can be bad for your health, imagine how much worse first-hand smoking must be.* |
| Examples or anecdotes (personal stories) | *Recently at the Brown Derby, only one table of smokers made dinner unpleasant for everyone.*  |

You should try to include as many examples *and* types of evidence as possible. I encourage you to even search outside of the Internet. It is more impressive if you can cite/refer to a book or a serious magazine than an anonymous or company website.