

Your Task

Choose one of the scenarios to inspire you to write a letter linked to the themes we have been learning about.

<p>Awareness Difference Equality Inclusion Diversity</p>	<p>Stereotypes Aspiration Respect Tolerance</p>
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<p>Write a letter to your local MP asking them to make your local park more inclusive/accessible for all children.</p>	<p>Write a letter to your favourite brand asking them to make sure that they are representing all people in their advertisements.</p>	<p>Write a letter to someone who has inspired you (linked to one of the themes above).</p>
<p>Write a letter to your headteacher explaining how you could make your school even more inclusive/accessible.</p>	<p>Write a letter to a different school telling them why they should celebrate Down Syndrome Awareness Month next year.</p>	<p>Write a letter to a KS1 child explaining Down Syndrome Awareness Month.</p>
<p>Write a letter of complaint to a place/company due to something about their service not being inclusive.</p>	<p>Write a letter to a KS2 child from a different school explaining the importance of equality, inclusion and diversity.</p>	<p>Write a letter that DSUK could use to explain to KS2 children the importance of ending stereotypes.</p>
<p>Write a letter to a KS1 child explaining the importance of equality, inclusion and diversity.</p>	<p>Write a letter to a celebrity asking them to get involved with Down Syndrome Awareness Month.</p>	<p>Write a letter to your local supermarket explaining how they could make things more accessible.</p>

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Things to consider:

<p style="text-align: center;">Purpose</p> <p>Think carefully about the purpose of your letter as this will shape your writing. Are you writing to entertain, inform, complain or persuade? What tone will you need to take? What content will you include? How will you know if your letter is suitable for purpose? Read it carefully at the end - does it do exactly what you intended it to do?</p>	<p style="text-align: center;">Audience</p> <p>Consider your audience carefully. You would have to write in a very different way to your headteacher compared to a KS1 child. Think carefully about the following:</p> <ul style="list-style-type: none">-The language that you use-The length of your letter-The tone that you use
<p style="text-align: center;">Formality/tone:</p> <p>Think carefully about your purpose and audience to help you to decide what tone to take and how formal you want your letter to be. A letter to a friend, family member or another child would be much more informal than a letter to your headteacher or a company.</p> <p>If you are writing a formal letter, consider the following:</p> <ul style="list-style-type: none">-Avoid using contractions-Check that you are making the most formal vocabulary choices-Avoid slang or abbreviations <p>Consider what tone you want your letter to have. A letter explaining something to a younger child might have a much friendlier tone than a letter of complaint. Make sure to always stay polite and respectful, no matter the purpose or audience.</p>	<p style="text-align: center;">Persuasive techniques</p> <p>If your letter is a persuasive letter, consider using persuasive techniques.</p> <p><u>Purpose:</u> Make it clear what you want/need/expect/are asking for.</p> <p><u>Imperative verbs</u> - Use imperative verbs to explain what it is you want the recipient to do.</p> <p><u>Emotive language:</u> Use language to create an emotional response in the recipient of your letter.</p> <p><u>Flattery:</u> Consider the use of flattery to compliment the recipient.</p> <p><u>Tone:</u> Be polite yet determined. Consider using quite a formal tone (depending on your recipient).</p> <p><u>Repetition:</u> Use repetition to really emphasise the key message of your letter.</p> <p><u>Questions:</u> Use rhetorical questions to get your reader thinking.</p>