

Writing Feedback

DAY 9 | 24th of April | HOLIDAY WRITING HOMEWORK

Section 1:

Part #1: Letter Opening and Hook

Strengths:

- Your hook effectively uses vivid imagery to create an emotional connection with the reader.
- You've incorporated shocking statistics (87% of toys made of plastic) which strengthens your persuasive approach.

Weakness: Incomplete structural elements → While you've addressed Mr Jackson and created a hook, your letter lacks essential formatting elements. The opening lacks a sender address, date, and appropriate greeting format. The hook, while powerful in imagery, doesn't transition smoothly to what appears to be an incomplete letter. Phrases like "ending up in your food" and "slow, painful demise" create emotional impact but need to be connected to a clear call to action.

Dear Mr Jackson,

I'm writing regarding an urgent environmental matter that affects our children's future. As the head of the Parents Association, I believe you'd be concerned about this issue.

Part #2: Format Structure

Strengths:

- You've identified different formats (letter, speech, email, article) showing awareness of the task requirements.
- You've begun to differentiate between formats by starting the letter format.

Weakness: Underdeveloped content across formats → Your piece only contains the beginning of a letter format with no development of the speech, email, or article sections. Each format requires specific structural elements and persuasive techniques tailored to their medium. The current state leaves these formats as mere headings without content,

making it impossible to evaluate how you've "adapted your approach for the specific format" as required in the prompt.

Speech: Good afternoon, fellow parents. Today I want to talk about something hiding in plain sight in our children's toy boxes. Those colourful plastic toys that bring smiles today are creating an environmental crisis for tomorrow...

Part #3: Persuasive Techniques

Strengths:

- Your hook uses emotional appeal effectively by connecting children's toys to environmental harm.
- You've incorporated statistics to build credibility in your argument.

Weakness: Limited range of persuasive techniques → Your writing relies heavily on shock value and emotional appeal in the hook but doesn't develop other persuasive techniques. The piece lacks rhetorical questions, expert opinions, calls to action, or solution-oriented content that would strengthen your environmental argument. Phrases like "imagine your child's favourite plastic toy" create a personal connection, but without follow-through techniques, the persuasive impact diminishes.

Consider this: Every plastic toy we purchase represents both a vote for continued environmental degradation and an opportunity lost. What alternatives could we explore together? Wooden toys, fabric creations, and experience-based gifts all offer joy without the environmental cost.

Your piece shows potential with a strong emotional hook, but requires significant development across all four formats. You need to complete each format with appropriate structural elements and persuasive techniques tailored to each specific audience. Also, remember to identify the audience for each format and explain how you've adapted your approach accordingly as mentioned in the prompt.

The environmental scenario you've chosen has powerful potential—plastic toys and their environmental impact is relevant and concerning. To improve your piece, focus on developing complete content for each format. Additionally, expand your persuasive techniques beyond emotional appeals to include logical arguments, expert testimony, and specific calls to action. Make sure to maintain the appropriate tone and structure for each format (formal for letter, engaging for speech, concise for email, and informative for article).

Remember to address the word count requirement of 500-600 words across all formats combined. Currently, your piece is significantly underdeveloped. Your hook shows promise with its vivid imagery and emotional appeal, but needs to be connected to fully developed content in each format.

Overall score: 35/50

Section 2: Revision Guidelines

Addressing: ~~dear~~ [Dear] Mr Jackson

Attention grabbing Hook: Imagine ~~you~~ [your] child's favourite plastic toy-vivid, indestructible and beloved. Now picture it 1000 years from now, leaching toxins into soil and the ocean, as well as choking a turtle and ending up in your food. Studies show that 87% of toys are made of plastic and most never get recycled. The birthday gifts we give to our children to bring moments of joy in their lives, contribute to the slow, painful demise of them.