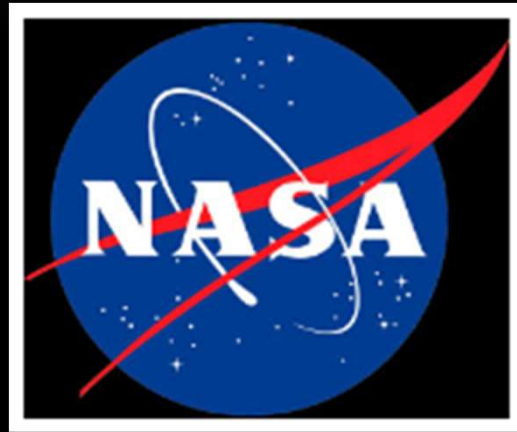


# LEARNING OBJECTIVE:

---

To draft and edit a persuasive letter,  
explaining a product

# WHY SHOULD NASA WANT YOUR INVENTION?



What is special about your product?

How will it help astronauts?

# WHAT FEATURES OF PERSUASION ARE WE GOING TO USE TODAY?

- Flattery
- Appealing adjectives
- Technical vocabulary to sound like an expert
- Statistics
- Quotes from experts
- Rhetorical questions



# SENTENCE STARTERS FOR PERSUASIVE WRITING

I strongly feel that..

Clearly...

It is clear that...

In my opinion...

The time has come to...

I believe that...

I'm absolutely certain...

It is vital that...

Without doubt...

I really feel that...

# WHAT FEATURES CAN YOU SPOT?

Dear Mr Lightfoot,

As the Administrator of the National Aeronautics and Space Administration (NASA), I know that you are always actively looking for ways to make the life of your astronauts in space easier. There are many challenges when living on board the ISS both physically and emotionally. I believe my state-of-the-art invention can significantly help; I will explain the many benefits of *The Power Glove Mate*.

This unique invention will assist your team of astronauts with the constant challenge of their tools floating around the ISS when they are working. Each fingertip on their glove has powerful magnets which are voice activated. By simply verbally requesting a specific tool, it will attach itself to the glove from an impressive 20 metres away. With this helpful function, there will no longer be wasted time chasing tools all over the space station. Research has shown that your astronauts will save 45% of their time when completing manual tasks.

# WHAT FEATURES CAN YOU SPOT?

Furthermore, the Power Glove Mate will also help with your astronaut's most common emotional need: feeling homesick. Flying four hundred kilometres above the earth, your workers on the ISS can feel very isolated away from their loved ones. Within the gadget is an innovative telecom system that can ring home in seconds. Consequently, your astronauts will be able to hear their family's voices and see their images through the 3D holographic light beam; it will feel like they are right there with them. As I am sure you are aware, mental health is incredibly important and if your staff are emotionally well, they will be able to focus on each vital task at hand on the ISS.

It is widely understood that your astronauts face one of the most difficult jobs in our world – both physically and emotionally. Surely, you agree with me that they deserve to have the best technology in order to achieve their missions. I look forward to receiving your response.

Yours Sincerely,

---

# CHALLENGE: QUOTATIONS

When trialling this iconic piece of equipment on his latest expedition, Tim Peake (European Space Agency astronaut) claimed, “I have never seen such brilliance; I wonder how I coped before the *The Power Glove Mate*.”

Gregory Johnston, British astronaut, commended this invention stating that, “I no longer spend wasted time chasing tools around the cabin; this glove is one-of-a-kind!”

- Introduction –
- Main Body 1: Explaining the feature which will help astronauts with physical challenges.
- Main Body 2: Explaining the feature which will help astronauts with emotional challenges
- Conclusion



# TO BE SUCCESSFUL I WILL...



- Use formal language
- Use excellent choices of vocabulary
- Use a range of persuasive features
- Use subordinating and co-ordinating conjunctions
- Use a range of punctuation . , ? ( ) : ; -