

Fast Muck's
Grim Street
Grimton
Grimsworth
GR11 1IM

Meat Cottage
Mucksville
M12 0GA

24th May 2008

Dear Henry Muck,

Here the technique of a 'list of 3' or 'triple emphasis' is used. The effect is to make the reader feel that the complainer is angry for a variety of reasons!

I write to you as a most dissatisfied, outraged and disgusted customer. I am making a serious complaint because of the so-called 'food' your filthy company had the cheek to serve me during the evening of the 20th of this month.

I foolishly decided to have my dinner at your branch in Grimton on this fateful night. Approaching one of your bespectacled, spotty, and miserable-looking employees, I decided to order a Fast Muck Burger. How tragic this decision was. When the 'food' arrived, I immediately took a large bite of the burger. As I drew my mouth away, I found myself looking at the back end of a rat; part of its tail still hung from my jam-packed mouth. Need I describe my horror?

Therefore, I DEMAND a full refund for the food I bought. Also I want compensation for my terrible suffering; a fat cheque will do.

I expect to hear from you very soon. I am not the first customer to find a rat in a burger: this happens to 50% of your customers at the Grimton branch. Do you actually want your customers to eat rodents?

Yours sincerely, a most dissatisfied, outraged and disgusted customer,

Mr Garrett

Rat o' burger!



Task 1

Label as many of the following persuasive techniques as possible, like the one that's been done for you already:

- list of three
- use of personal pronoun 'I'
- imagery
- guilt
- statistics
- repetition for effect
- rhetorical question
- emotive language
- politeness
- something that stands out.

Task 2

Choose five of the underlined persuasive techniques. Now try to explain the effect of them on the reader (again, see the example already done for you).

It helps to use the phrase: *The effect is to make the reader ...*

Task 3

Plan a 3 paragraph letter in response to this complaint.

Paragraph 1	
Paragraph 2	
Paragraph 3	

- How would you persuade the customer to calm down and perhaps settle for a free meal as compensation, rather than a 'fat cheque'? What techniques will you use?