



Explore the benefits and problems of renewable energy sources

Write a letter to a large oil or gas company, persuading them to build a renewable energy plant.



This is Ivor Lotsacash, CEO of Burn Oil & Gas, one of the world's largest fossil fuel companies. His company makes billions of pounds a year by selling non-renewable fuels.

Previously, he has refused to build any renewable energy plants, as he says they are expensive to build and don't generate as much money for his company.

You work for the World Health organisation, and have been commissioned to write a persuasive letter to Ivor, to ensure the next energy plant he builds is for renewable energy i.e. wind, hydro, solar power.

Persuasive Writing

You may know some ways to write persuasively from your English lessons. Here are some tips for techniques to use to sound persuasive. They really do work! It may be useful to find out some facts and opinions about renewable energy online or in books.

Facts & Opinions

Use these to prove and convince the reader

Emotive Language

Use powerful words to make the reader 'feel.'

Rhetorical Questions

A question with no answer, to make the reader consider their point-of-view.

Personal Pronouns

Using 'you' or 'we' or 'us' to draw the reader in.

Statistics

Facts in a numerical form, to highlight an issue or detail.



Rocket your writing with these words!

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benefits