

A PERSUASIVE EMAIL



1 Work in groups. Which places or activities do you think would be fun to experience with virtual reality? Write down as many ideas as you can.

2 Read the task, then answer the questions.

Emails wanted

The Science Museum is planning an exhibition on virtual reality. As part of the exhibition, we want to include a virtual-reality experience room. What do you think this experience should be? Send an email to Mr E. Dawkins at the museum with one suggestion. Explain why your suggestion will be popular and what young people will learn from the experience.

- 1 What is the Science Museum planning?
- 2 Who should you write an email to?
- 3 What should you make a suggestion about?
- 4 What two things should you explain?

3 Read Nadia's email, then answer the questions.

Dear Mr Dawkins,

I am delighted that the Science Museum is planning an exhibition on virtual reality. Young people are fascinated by this technology and I think an experience room is a really excellent idea. I am very pleased that you are giving young people an opportunity to suggest what the experience should be.

In my opinion, a rainforest experience would be absolutely perfect for your exhibition. This is because rainforests are full of amazing sights and sounds, so there would be plenty of exciting things for people to see and hear as they look around.

I think a rainforest experience would be incredibly popular because it goes without saying that most people are fascinated by the animals and plants in these wonderful places. Furthermore, a lot of people have seen TV programmes on this subject, and I am sure that they would really love to have the opportunity to experience what it is like to actually move around in a rainforest.

I strongly believe that young people will learn a lot from the experience. Clearly, they will learn about the animals and plants, and they will also learn how vitally important these environments are for the wildlife that lives there and the climate of the whole world. This will no doubt encourage people to support campaigns to protect these wild areas.

I hope you will give my suggestion some serious consideration.

Best wishes,
Nadia Thomson

- 1 What experience does Nadia suggest?
- 2 Why does she think it will be popular?
- 3 What does she think young people will learn from the experience?
- 4 Is the email written in formal or informal language? How do you know?

4 Look at the **Key Language** box. Complete it with words from Nadia's email.

KEY LANGUAGE FOR A PERSUASIVE EMAIL

Giving your opinions

I think ...¹ my opinion ... In my view ... I strongly
² that ... I am³ that ...

Giving reasons to support your opinions

because, this is because ...

Expressions to emphasise your opinions

I was pleased to ... I am delighted that ... Clearly, ... This will
⁴ doubt ... It⁵ without saying ...

Adverbs to make adjectives and verbs stronger

a⁶ excellent idea, ⁷ perfect,
⁸ popular, vitally important, really love

5 Complete the opinions with the correct words.

believe clearly doubt goes opinion sure

- 1 I strongly that an underwater experience would be appropriate for this exhibition.
- 2 In my, this would be the perfect experience to choose.
- 3 This will no help people to understand more about these very special environments.
- 4 It without saying that a lot of people would be fascinated by the experience of being at the top of Mount Everest.
- 5, not many people have had the opportunity to experience being in a desert.
- 6 I am that this kind of experience would be extremely popular.

6 Complete the sentences with the correct phrases.

completely change far greater incredibly interested
 strongly suggest totally different

- 1 The experience of being underwater would be to anything most people have experienced before.
- 2 I think this kind of experience could the way people feel about the natural world.
- 3 Most people would be in the idea of doing a virtual-reality visit to the moon.
- 4 I that you choose a virtual-reality tour of the Great Barrier Reef in Australia.
- 5 A virtual-reality experience will have a impact on people than simply watching a film or TV programme.

7 Find formal words and expressions in Nadia's email to match the meanings of the underlined words.

- 1 I'm really happy that the Science Museum is planning an exhibition.

- 2 Young people love this technology!

- 3 An experience room is a great idea.

- 4 Also, a lot of people have seen TV programmes on this subject.

- 5 They would really love to get the chance to experience what it is like.

- 6 I hope you will think about my idea.

8 Read the task in Exercise 2 again and look at your ideas from Exercise 1. In pairs, answer the questions with your own ideas and plan your email to Mr Dawkins.

Plan your email

Paragraph 1
 Why do you think the exhibition is a good idea?
 Why is the virtual reality experience room a good idea?

Paragraph 2
 What is your suggestion for the experience? Why?

Paragraph 3
 Why will your suggestion be popular?

Paragraph 4
 What will young people learn from the experience?

9 Write your email. Use your notes from Exercise 8 and phrases from the **Key Language** box.

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10 Work in pairs. Swap emails with your partner and read your partner's email. Does it answer all the questions in Exercise 8? What phrases from the **Key Language** box does it use?