# The Last Word

1st requirement of 8th grade passages

Due: April 26, 2019

1. As you prepare to leave Brighten and head to high school take this opportunity to have the last word. The purpose of this assignment is to write a letter explaining what Brighten Academy offers middle school students and using your experiences at Brighten to persuade students to take advantage of all Brighten Academy has to offer. You are being asked to address your fellow middle students and give them some good advice on how to make the most of their time at Brighten Academy.

2. You will compose a persuasive letter using the AIDA formula. Your letter must be

at least four paragraphs.

(a) In the first paragraph you want to get the **attention** of the reader. Explain the role Brighten Academy has played in assisting you in becoming a better student. Focus on the things that have significantly helped you such as being able to revise and retest, giving you multiple opportunities to achieve mastery.

(b) The second paragraph should spark **interest** in the reader. Be creative. Discuss Brighten Academy's academic, performing arts, and extracurricular opportunities, such as Drama, Band, sports, and Beta Club. Discuss your experiences and how it has helped you grow as a student/person. A funny or cute story would work well in this paragraph. You can also discuss some of the incentives for learning, like the 7C's deck and earning dress down passes.

(c) Create a **desire** to find their niche, and explore the opportunities Brighten offers. Encourage our middle students to try something new, like Drama or Band or Soccer. Discuss your experiences and explain why it is important to be involved and get the most out of their time at Brighten Academy.

(d) The last paragraph should indicate some **action** you want to occur. Challenge students to make their journey here at Brighten a great and memorable experience, then explain how they can achieve this. End with your last word (or words), this should be thoughtful and inspiring.

**THE LAST WORD**

**RUBRIC**

**NAME\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**CRITERIA POSS POINTS POINTS EARNED**

1. The letter got the attention of the

reader in the first paragraph 10 ­\_\_\_\_\_\_\_\_\_\_\_

2. The second paragraph got the

reader’s interest 10 \_\_\_\_\_\_\_\_\_\_\_

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3. The third paragraph created

desire with the reader 10 \_\_\_\_\_\_\_\_\_\_\_

4. The fourth paragraph encouraged some action on the part of the

reader 10 \_\_\_\_\_\_\_\_\_\_\_ ­

5. The letter discusses learning opportunities

At Brighten Academy.

10 ­\_\_\_\_\_\_\_\_\_\_\_

6. The letter discusses the author's

positive personal experiences at Brighten 10 \_\_\_\_\_\_\_\_\_\_\_

7. A thoughtful and inspiring last word 10 \_\_\_\_\_\_\_\_\_\_\_­

8. Completed and turned in on time. 10 \_\_\_\_\_\_\_\_\_\_\_

9. Correct format: typed, 12 pt font, heading

and spacing (1.5 10 \_\_\_\_\_\_\_\_\_\_\_

10. Correct grammar, punctuation

spelling, etc.

0 errors=10

1-2errors=8-9

3-4 errors=7

Over 4 errors=0-4 10 \_\_\_\_\_\_\_\_\_\_\_

**TOTAL POINTS EARNED \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**ASSIGNMENT SCORE \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**