Persuasive Letter. Exercise During last class, we read and discussed together a well written persuasive letter by a non-traditional Arizona State University student named Gordon Adams. Mr. Adams’ letter was very well constructed, and it was easy to see that he had anticipated the questions that his audience members would have and sought to address them. You, like Gordon Adams, almost certainly know of a meaningful issue that you would like to change as well. It may be a situation at work, within your community at large, within your residential community (neighborhood), or within your school. I wish to note that this should be a problem that is capable of being amended by the party to whom the letter is addressed—for example, President Wilson alone is not capable of single handedly constructing new parking lots for campuses. For this exercise, you will be writing a letter to an appropriate person (supervisor, official, administrator, etc.) and seeking very clearly, as did Mr. Adams, to propose a change or a solution to a problem as you see it. You’ll wish to clearly describe the issue, and the solution you seek. We will be discussing the different kinds of evidence which may be used to great advantage in a persuasive piece: facts, statistics, examples, authorities, anecdotes, scenarios, case studies, textual evidence and visuals. Think carefully about what evidence is best suited to convincing your reader(s) that your proposal is valid and worthwhile. This letter should be written in standard letter format omitting the heading and inside address: with date, salutation, body paragraphs, and complimentary close. a