

MEMORANDUM

To: Sheila Peuchard

From: Melissa Ung

Date: 19 April 2016

Subject: Persuasive Writing

The persuasive techniques used in my persuasive writing piece were liking and consistency.

Through the use of 'liking,' I am convincing the audience that the organization cooperates with the public in terms of education and contributing to the community. The organization wants the public to be involved in the mining industry and to know what is important about it.

Through the use of 'consistency,' I emphasized in the writing piece that it was important to be educated about the mining industry. I mentioned what the organization does in order to keep up with the mining industry while regulating environmental management.