

ASSIGNMENT III: PERSUASIVE WRITING IN CONTEXT

Suggested time: 40 to 50 minutes

Read the situation described below and use it to complete the assignment that follows.

The Situation

The Prosper Town Council is considering a proposal to close the town's only movie theatre. Supporters of the proposal cite declining attendance and the potential to redevelop the site. Those opposed believe that the theatre is a valuable cultural resource and has the potential to become even more so.

In deciding whether to accept the proposal, the Prosper Town Council has invited concerned individuals to make their views known. You are Kerry Sinclair, a recent graduate of Prosper High School. You have considered information and opinions from a variety of sources (see pages 22 and 23). After considering the advantages and disadvantages of the proposal, you have reached a decision. You now need to write a persuasive speech or letter that clearly develops your position.

The Assignment

Write a speech or letter that will persuade the Prosper Town Council either to **ACCEPT or **REJECT** the proposal to close the movie theatre.**

In preparing your speech or letter, BE SURE TO

- study the information on the following pages
- consider your purpose and audience
- present a clear argument that explains the reasons behind your decision
- use an appropriate tone

Remember that you must clearly and directly choose either to **accept** or to **reject** the proposal.

PROSPER THEATER MEMORANDUM.PDF

MEMORANDUM

TO: Prosper Town Council File: 0156 – C67

FROM: Councilor Stan Coates

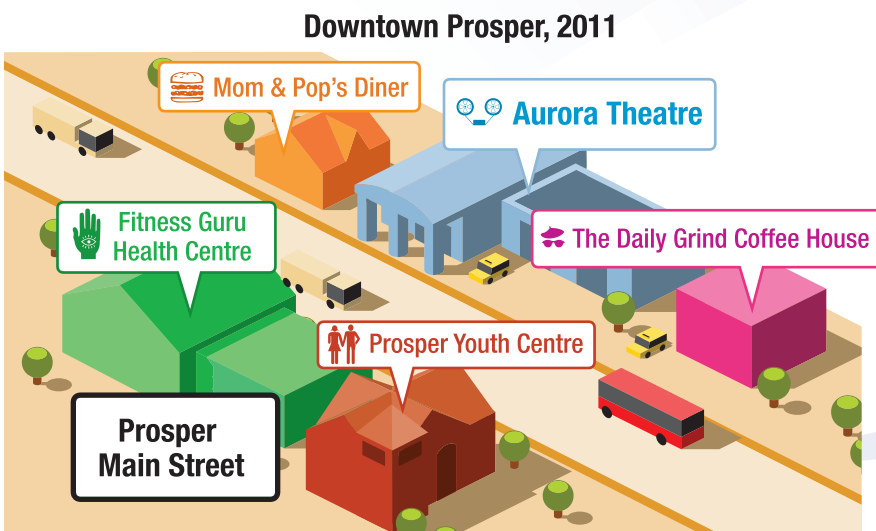
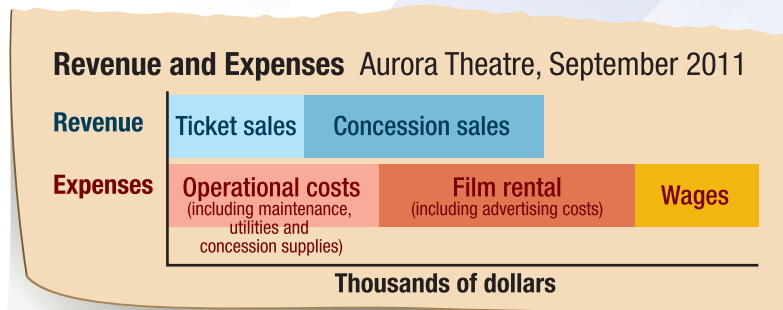
DATE: January 2, 2012 SUBJECT: Aurora Theatre Closure

PURPOSE
The purpose of this memo is to outline a proposal to permanently close the Aurora Theatre, located at 1701 Enterprise Way, Prosper, Alberta.

BACKGROUND
Prosper Town Council assumed the operation of the Aurora Theatre from its retiring owners three years ago as a temporary measure.

PROPOSAL
The proposal calls for the closure of the Aurora Theatre by the end of the year. If this proposal is adopted, the town would then sell the land and building at auction to the highest bidder.

APPROVED AGENDA ITEM 7B-1



FASTPOLL RESULTS BLOG

FastPoll.com

Do you think Prosper Town Council should close the Aurora Theatre?

Results
Yes, the Aurora Theatre should be closed.

Males	Percentage
13-17	69%
18-29	61%
30-49	31%
50+	26%

Females	Percentage
13-17	61%
18-29	52%
30-49	23%
50+	18%

Comments

User: **getreal354** (Jessica Slevinsky) ["quote"](#) [edit](#)

That building is so old my grandparents watched silent movies in it :-> LOL tear it down & build something useful

User: **barrelofun49** (Sue Chan) ["quote"](#) [edit](#)

I luv hanging out with my friends at the theatre. It's one of the only fun places left 2 go in town.

User: **freddy888** (Frederick Oman) ["quote"](#) [edit](#)

Hey, did you see that great 24 hour horror flick marathon @ the AURORA?

User: **redtech123** (Red Watts) ["quote"](#) [edit](#)

i just bought a new eSlate – why would i pay \$\$ for a ticket to a movie i can download for free?



PROSPER PRATTLER • E-NEWS

Prosper prattler

News Gossip Blog

Arts council opposed to theatre closure

The Prosper Arts Council has come out firing at town council's proposal to close the venerable Aurora Theatre. "This building is more than a landmark that has stood for 75 years," says Sally Sinclair. "It is incredibly short-sighted of the town to close this facility. Why wouldn't we consider additional such uses for the theatre rather than shutting it down?"

PROSPERO PLAYERS

HOME EVENTS CONTACT ACTORS

The Prospero Players present:

Grease

A Fundraiser event
Jan 27th & 28th 7:00pm
Prosper High School Gymnasium
Help us find a new performance space!

ESLATE

19:00

HITT.com

News Video Pics

Click link for more information

[Restaurant seeks prime Prosper location](#)
Leading American burger chain Baileys looks to open their latest franchise in Prosper if a central location can be found. ↗

★★★★☆

[High-speed internet on Prosper's horizon](#)
After years of slow and intermittent internet service, communications service provider LinxPlus is set to bring reliable high-speed service to Prosper and area "before the end of the year" says a company spokesman. ↗

★★★★☆

[Mom and Pop's Diner celebrates](#)
In recognition of the Aurora Theatre's 75th anniversary and their own 35 years on Main Street, Arthur and Myrtle Wheatland will extend a "sweet" thank-you to Aurora Theatre goers. Patrons will receive a free dessert with every movie ticket purchased throughout the month of February. ↗

★★★★☆

25 31 15 88

3 YEAR ACADEMIC STUDY

Academic Journal

News Studies Journals

Abstract (from an academic journal)

The Canadian Psychological Association has published the results of a three year study on changing socialization patterns among the nation's youth.

Highlights of the study include:

- A confirmed upward trend in anti-social behaviour linked to the rapidly rising popularity of texting, on-line gaming and the use of social networking websites.
- A statistical confirmation that 65% of youth aged 10-17 engage in these activities an average of 4.5 hours per day.
- A warning that activities that are seen to be "social" are in fact deeply isolating, and these activities are replacing traditional sites of social interaction such as theatres, arenas, playgrounds, parks, and sports fields.