

Every day SMS messages are being constantly used throughout people's lives. It has been so common where it forced handwritten letters to be non-existent. "The Write Stuff" is an article which has appeared in a popular magazine. The author advocates that a handwritten letter is superior to SMS and outlines the positive impacts of a letter. The author utilizes imagery, expert opinion and appeal to reinforce their arguments with a passionate and suggestive tone.

The writer of this piece highlights the benefits of a handwritten letter as it shows more care than an SMS message. Calligrapher Margaret Shepherd argues that "A handwritten note is like dining by candlelight instead of flicking on the lights". The writer creates imagery to the audience to highlight the unique feeling of a handwritten note than an SMS. In this way, it positions the reader to feel a sense of urgency towards thinking about a handwritten note in conjunction with dining by candlelight.

The author of this article focuses on the drawbacks of technology. It has come to be that "We're relying increasingly on commercial writers to state the sentiment for us" to represent that we are currently living in an "era of instant gratification". Quick pleasures such as social media have rewired our brain to be in need of more sentiment than needed. This urges for letters to go extinct as it doesn't provide that fast sense of pleasure that our brain needs. The expert opinion of "Dr Bob Montgomery" reinforces the author's contention and therefore makes the writer's argument seem well-supported by a professional. The author uses this expert as his study of the field is psychology. Psychology is the study of the mind and human behaviour which is closely related to the theme of this article.

The author's final argument appeals to romance, more specifically people in a relationship. As "when done right, they can take a relationship to the next level". The writer creates an appeal to relationships as some can go in the wrong direction which would eventually lead to a break up. Hence, readers will recognise that there is hope for a better relationship when utilizing letters instead of SMS.

By exhibiting the superiority of handwritten letters, the author's piece suggests the audience to consider using letters to send a message instead of an SMS. The writer attempts to position the reader to feel that letters are being used less and less regularly through the use of appeal, imagery and expert opinion.