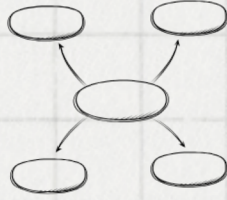


Writing a Persuasive Speech

01 PLAN YOUR IDEAS

- Decide whether you agree or disagree with the topic.
- Plan 3-5 ideas to support your point of view
- Plan 1-2 ideas to create a counter argument



02 ENGAGE YOUR AUDIENCE

- Write an introduction that will engage your audience from the start. e.g.
- Speak directly to them using devices such as personal and inclusive pronouns (e.g. I, you, we, our, us)
 - Use relatable experiences e.g. "We all know that ..." or "I know that you have also felt ..."
 - use catchy devices e.g. similes, puns, alliteration, shocking facts, etc



03 DEVELOP YOUR DETAIL

Write in paragraphs. Ideally, include 3-5 main paragraphs. Each paragraph should:

- start with a signpost e.g. Firstly .../Let's start with.../It is important to consider the most important fact, that ...
- continue with a topic sentence i.e. the main idea for the paragraph
- develop on the topic sentence using facts, statistics, expert opinions to prove that you are right.
- respond to the facts with personal opinions, anecdotes, imagery, etc



04 COUNTER, CONCLUDE AND CALL TO ACTION

Counter: After your main paragraphs, add a counter argument. Make sure this doesn't weaken your argument, but rather adds strength to what you have said. E.g. "While some people say that ... , we all know that this is a naive point of view..."

Conclude: Finish off your piece with a clear conclusion. Remember to use a signpost e.g. In conclusion .../Having considered all the factors, it is obvious that Leave the audience with a strong summary of your point of view.

Call to action at the very end e.g. "Let's put a stop to ... once and for all!"



05 PROOF READ TO IMPROVE

You will improve your score by improving your SPG (spelling, punctuation and grammar).

- Check common errors e.g. there v their, of v off
- Check spelling of tricky words (use the planning space to compare spellings)
- Check each sentence is clearly punctuated with full stops, apostrophes, question marks, etc
- Improve your vocabulary - replace 'good' with e.g. spectacular, fabulous, etc. Replace 'said' with demanded, commanded, exclaimed, etc
- Use the full range of punctuation correctly e.g.

.,:;? - ... ! ()



PERSUASIVE DEVICES

PRONOUNS I, me, my, you, your, we, us, our

PERSONIFICATION

Bring objects to life e.g. The wind gently stroked my face and whispered softly.

P

A

ADJECTIVES AND

ADVERBS

Describe objects e.g. old, rusty, blue
Describe verbs e.g. speedily, perceptively

S

STATISTICS

Number facts e.g. Did you know that a huge 87% of all students have a negative image of their own body?

S

SIMILES

Comparing two similar things using 'like' or 'as' e.g. The shark moved like a torpedo through the ocean.

M

METAPHORS

Comparing two things by stating that one is the other e.g. Her eyes were diamonds, sparkling their gleam towards me.

E

EXAGGERATION

Making more of something than is strictly speaking true e.g. This life changing punctuation rule is the greatest secret you will ever learn.

A

ALLITERATION

Repeating the same sound at the start of a number of closely connected words e.g. The melody of the morning birdsong melted my melancholy.

F

FACTS

Statements that can be proved e.g. Last year, the government refused to change the law on this matter.

O

OPINIONS Your own point of view e.g. This is the best/worst ... etc

ONOMATOPOEIA

Sound words e.g. hiss, pop, whoosh

R

REPETITION

Saying things more than once for impact.

RHETORICAL QUESTIONS

Questions that don't need an answer but are designed to make you think.

E

EMOTIVE LANGUAGE

Language deliberately manipulated to make the reader feel a certain emotion e.g. anger, sadness, joy, fear, etc

S

STORIES ABOUT YOU

Stories about your life, experiences, friends, family, etc that make you seem relatable e.g. Let me tell you about my aunt Sarah.

T

TRIPLETS

Groups of three words or phrases to create structure e.g. The biggest, strongest, most powerful machine in the world.