

Max's Persuasive Pitch: A Campaign for Change

Learning objective: To use persuasive devices, including emotive language and rhetorical questions, to write a convincing argument.

Max the monkey has a big idea to improve our school or local community! Use this template to plan your own persuasive speech. Think about your 'hook' to grab the reader's attention, use powerful adjectives, and explain your reasons clearly. Remember to use formal but engaging language to convince your audience.

Word bank: undoubtedly · essential · remarkable · urgent · transform · consider · significant · furthermore · persuade · advantageous

1. The Hook: State your main idea clearly and use a rhetorical question to grab the reader's attention. (2 marks)

2. The First Point: Explain the main reason for your idea. Use at least one piece of emotive language. (3 marks)

3. The Second Point: Provide a second reason or a fact to support your view. Why is this change necessary? (3 marks)

4. Addressing the Opposition: Acknowledge a different point of view, then explain why your idea is still the best choice. (3 marks)

5. The Call to Action: Summarise your argument and tell the reader exactly what they should do next. (2 marks)

Extension challenge: Choose two persuasive devices from your speech (such as the 'rule of three' or 'exaggeration') and highlight them in a different colour. Write a short sentence explaining why you chose those specific phrases to persuade your audience.