

Mastering the Art of Speech Writing

Learning objective: To understand and apply the features of a persuasive speech, including rhetorical devices, formal tone, and direct address.

Read each question carefully. Use your knowledge of persuasive writing techniques to draft your responses. Remember to use formal language appropriate for an audience.

Max the monkey is preparing a speech to persuade the forest committee to build a new community library in the trees. He wants to ensure his speech is engaging, persuasive, and clear for all the animals listening.

Word bank: rhetorical question · emotive language · direct address · repetition · persuasive · modal verbs · formality

1. Max wants to use 'direct address' to hook his audience. Write one example sentence he could use to speak directly to the animals in the forest. (2 marks)

2. Explain why a 'rhetorical question' is an effective tool in a speech. Give an example of a rhetorical question Max could ask about the importance of books. (3 marks)

3. Identify two examples of 'emotive language' that Max could use to describe how children feel when they cannot access books. Explain why these words are persuasive. (3 marks)

4. Max needs to use modal verbs to sound confident about his plan. Rewrite this sentence using a strong modal verb: 'We might build a library.' (1 mark)

5. Write a short opening paragraph (3-4 sentences) for Max's speech. Ensure you include a greeting to the audience and a clear statement of your purpose. (4 marks)

Draw: Draw a picture of Max the monkey standing at a wooden podium in the forest, holding his speech notes and gesturing to an audience of attentive forest animals.



Extension challenge: Choose a topic you feel passionate about, such as 'Protecting our local parks' or 'The importance of healthy school lunches'. Write three 'repetition' sentences (anaphora) that you could use in a speech to make your point memorable.