

Max's Great Campaign: Writing a Persuasive Speech

Learning objective: To structure a persuasive speech using rhetorical devices, formal language, and emotive vocabulary.

Follow this scaffold to help Max the monkey write his speech for the 'Better School Playground' campaign. Use your best persuasive techniques to convince your audience!

Ladies, gentlemen, and fellow students, imagine a playground where every single child has the space and equipment to let their imagination soar.

Word bank: Furthermore · Undoubtedly · However · In addition to · It is vital that · Imagine a world where · Surely · Without a doubt

1. The Hook: How will you grab your audience's attention? Start your introduction with a rhetorical question or a shocking statement. Begin with: 'Have you ever wondered...' (2 marks)

2. The Problem: Explain why the current situation needs to change. What is the main issue? Begin with: 'Currently, our playground is...', (3 marks)

3. The Solution: What are your three main ideas for improvement? Use a list of three to make your point strong. Begin with: 'To solve this, we must...', (3 marks)

4. The Benefit: How will these changes make everyone feel? Use emotive language. Begin with: 'By making these changes, we will ensure that every child...', (2 marks)

5. The Call to Action: How do you want your audience to act now? Give them a clear instruction. Begin with: 'I urge you to support this plan because...' (2 marks)

Extension challenge: Choose two rhetorical questions from your speech and rewrite them using an exclamation mark to turn them into emotive commands. How does this change the 'tone' of your speech?