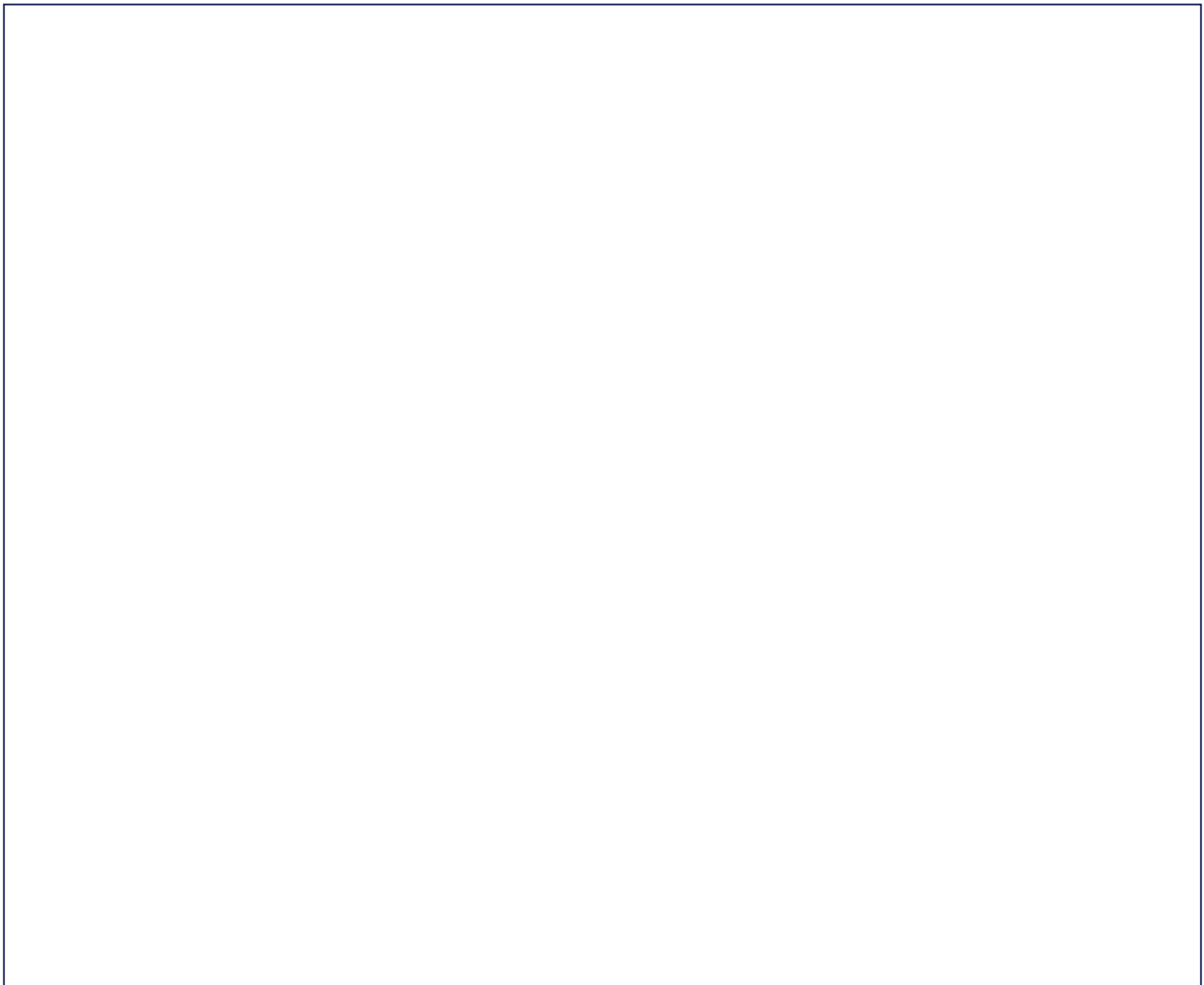


Leo's Speechwriting Workshop: The Power of Persuasion

Learning objective: To identify and use structural features and persuasive techniques in a speech to inspire an audience.

Leo the Lion is preparing to give a speech at the Great Meadow Assembly to convince the animals to plant more wildflowers. Use your drawing sheet to design his podium and visual aids, then answer the questions to help him structure his message.

Draw: Draw a scene featuring Leo the Lion standing behind a wooden podium in a sunlit meadow. In the background, draw a large poster (a visual aid) that shows a colourful design of wildflowers. Include a microphone on the podium. Use clear, bold lines to show Leo looking confident and ready to speak. Add speech bubbles around him to show his key persuasive points.



Label words: Rhetorical question · Emotive language · Rule of three · Podium · Direct address · Call to action · Microphone

Steps:

1. Leo wants to start his speech by asking the audience a thought-provoking question about the meadow. Write an example of a rhetorical question he could use.

2. Identify one piece of 'emotive language' Leo could use to describe the dying wildflowers to make the audience feel concerned.
3. The 'Rule of Three' is a great technique. Complete this phrase for Leo: 'We need to plant, to grow, and to _____.'
4. What is a 'Call to Action'? Explain why it is important to include one at the end of a persuasive speech.
5. Label your drawing: Draw a speech bubble coming from Leo. Write a persuasive opening sentence inside it, using 'Direct Address' (e.g., 'Friends, you have the power...').