

Max's Persuasive Pitch: A Campaign for Change

Learning objective: To use rhetorical devices, modal verbs, and emotive language to persuade an audience to support a specific cause.

Max the monkey believes that every big change starts with a brilliant idea. Using this template, draft a persuasive speech to convince your school council to implement a new initiative. Remember to use formal language, rhetorical questions to hook your reader, and modal verbs (such as 'must', 'should', or 'will') to show conviction. Think about how your chosen topic will benefit the entire school community.

Word bank: undoubtedly · imperative · beneficial · consequently · furthermore · persuade · revolutionise · significant · evidence · responsibility

1. The Hook: State your proposal clearly and use a rhetorical question to grab the audience's attention immediately. (2 marks)

2. The Primary Benefit: Describe the most significant advantage of your idea. Why is it essential for the school right now? (3 marks)

3. Evidence and Reasoning: Provide a logical reason or hypothetical example to support your point. How will this improve life for the students? (3 marks)

4. Counter-Argument: Acknowledge a potential concern someone might have about your idea, then explain why your plan is still the superior choice. (3 marks)

5. The Call to Action: Summarise your argument and tell your audience exactly what they need to do to support your campaign. (2 marks)

6. Reflective Justification: Explain why your specific word choices were effective in making your argument sound more professional and convincing. (2 marks)

Extension challenge: Greater Depth Challenge: Imagine your proposal requires a budget of £500. Write a brief 'Financial Justification' paragraph explaining how you would allocate these funds to ensure the project is sustainable for the next three years. Compare and contrast your proposal with a current school policy and justify why yours is more effective.