

Mastering the Art of Persuasive Speech Writing

Learning objective: To identify and apply the key features of formal speech writing, including rhetorical devices, emotive language, and structure, as required by the Year 5 English curriculum.

Read each flashcard carefully. The front features a key term or concept used in speech writing, while the back provides a definition or explanation to help you craft a powerful, persuasive speech.

Rhetorical Question

A question asked to create a dramatic effect or to make the audience think, rather than to get an immediate answer.
Example: 'How long must we wait for change?'

Emotive Language

Words chosen to stir up strong feelings or emotions in the audience, such as 'heart-breaking', 'miraculous', or 'dreadful'.

Direct Address

Speaking directly to the audience to build a connection. This is achieved by using pronouns like 'you', 'your', 'we', and 'us'.

The Rule of Three

A writing principle where ideas are presented in groups of three to make them more memorable and rhythmic.
Example: 'We must be brave, be bold, and be brilliant.'

Repetition

Using the same word or phrase multiple times to emphasise a key point and ensure the audience remembers your core message.

Formal Tone

A serious and respectful style of writing suitable for speeches delivered to an audience, avoiding slang or overly casual contractions.

Modal Verbs

Words that show the level of possibility or necessity, such as 'must', 'should', 'will', or 'could', used to influence the listener's opinion.

Hyperbole

The use of deliberate exaggeration to make a point or grab attention, not meant to be taken literally. Example: 'I have told you a million times.'

Imperative Verb

A command or 'bossy' verb that tells the audience what to do, often used at the end of a speech to create a call to action. Example: 'Join us today!'

Signposting

Phrases that guide the audience through your speech, such as 'Furthermore', 'In conclusion', or 'Moving on to my next point'.

The Hook

The opening sentence or statement designed to grab the audience's attention immediately, such as a surprising fact or a bold claim.

Call to Action

A statement at the end of a speech that tells the audience exactly what they should do next, encouraging them to support your cause.