

Persuasive Speech Writing Template: The Big Campaign

Learning objective: To write a compelling speech using persuasive devices, rhetorical questions, and emotive language to influence an audience.

Use this template to structure your speech. Whether you are campaigning for a new library corner, more playtime, or a greener playground, ensure your language is persuasive and your tone is confident. Aim to include at least two rhetorical questions and some powerful adjectives to capture your audience's attention.

Word bank: Persuade · Emotive language · Rhetorical question · Injustice · Revolutionary · Furthermore · Consequently · Unquestionably · Advocate · Triumph

1. The Hook: Write an opening sentence that grabs the audience's attention immediately. Could you use a bold statement or a rhetorical question? (2 marks)

2. The Problem: Describe the issue you are campaigning about. Explain why this is a concern and use emotive language to show how it affects others. (4 marks)

3. The Solution: Clearly state your proposal. What exactly do you want to change, and how will it improve the current situation? (4 marks)

4. Supporting Evidence: Provide two reasons or facts that support your argument. Why is your idea the most logical choice? (4 marks)

5. Counter-Argument: Acknowledge a potential opposing view and explain why your idea is still superior. Justify your reasoning. (3 marks)

6. The Call to Action: Write a powerful closing statement that inspires your audience to take action. What should they do next? (2 marks)

Extension challenge: Greater Depth Challenge: 1. Explain why your chosen emotive language is effective for your specific audience. 2. Compare and contrast the impact of a formal tone versus an informal tone in your speech. 3. Justify your choice of vocabulary: why are these specific words more powerful than their synonyms? 4. What might happen if your proposal was rejected by the decision-makers? 5. Critique your own speech: which section is the most persuasive and why? 6. Rewrite your opening hook to include a 'rule of three' for maximum impact.