Persuasive Speech Writing: The Great School Project

Learning objective: To use rhetorical devices, emotive language, and formal structures to write a persuasive speech.

Max the monkey is helping his school council decide on a new project for the playground. Use your knowledge of persuasive techniques to answer the questions below and help Max draft his speech.

Max is writing a speech to convince the headteacher to build a new outdoor learning garden. He wants his speech to be memorable, punchy, and persuasive to ensure the school council supports his idea.

Word bank: rhetorical question · emotive language · rule of three · modal verbs · hyperbole · alliteration · direct address

1. Max wants to start his speech with a 'rhetorical question' to hook the audience. Write an example of a rhetorical question he could use to start a speech about a new school garden. (2 marks)

2. Identify which persuasive technique is being used in this sentence: 'Our garden will be beautiful, brilliant, and breathtaking.' Explain how this technique helps to persuade an audience. (3 marks)

3. Rewrite the following sentence using 'emotive language' to make it sound more urgent: 'We need to plant some flowers in the playground area.' (2 marks)

4. Max needs to use 'modal verbs' to show how important this project is. Write two sentences about the garden using the modal verbs 'must' and 'could'. (2 marks)

5. Explain why 'direct address' (using words like 'you' and 'your') is an effective tool when speaking to a large audience. (2 marks)

Draw: Draw a poster to advertise Max’s new school garden, including a catchy, persuasive slogan at the top.

Extension challenge: Write the opening paragraph of a speech persuading your peers to join a school club. Try to include at least one example of 'alliteration' and one 'hyperbole'.