Class 6 Assessment: The Art of Persuasive Speech Writing

Learning objective: To demonstrate the ability to identify, analyse, and apply the techniques of persuasive speech writing, including rhetorical devices and formal language.

Read each question carefully. Use your knowledge of persuasive writing techniques to answer. Ensure your extended writing task uses formal tone and at least two persuasive devices.

Imagine Max the monkey is preparing a speech to convince the Woodland Council to build a new community library in the heart of the forest. He needs to use his best persuasive skills to win them over. He considers phrases like: 'Imagine a world where every young creature has access to endless stories,' and 'We need, we must, and we shall build this sanctuary for learning.'

Word bank: Rhetorical question · Emotive language · Rule of three · Modal verbs · Direct address · Alliteration · Formal tone

1. Identify one rhetorical question that Max could use in his speech and explain why it is effective in persuading an audience. (2 marks)

2. What is the 'Rule of Three'? Give an original example of a sentence using this technique that could be used in a speech about protecting the environment. (3 marks)

3. Explain the difference between 'emotive language' and 'formal language'. Why might a speaker use both in a speech? (4 marks)

4. Rewrite this informal sentence into a formal one suitable for a speech: 'I think you guys should really help us fix the messy park because it's super gross.' (3 marks)

5. Why is 'direct address' (using words like 'you' or 'your') an important technique for a public speaker? (3 marks)

6. Extended Writing Task: Write a short opening paragraph (approximately 50-70 words) for a speech persuading your classmates to participate in a 'School Garden Project'. Include at least two persuasive devices from the word bank. (5 marks)

7. Name one modal verb that implies certainty and explain how it strengthens a persuasive argument. (5 marks)

Draw: Draw a sketch of Max the monkey standing at a wooden podium in the forest, holding his speech notes and looking confident as he addresses the other animals.

Extension challenge: Total: /25. Challenge: Write a concluding sentence for a speech that uses a 'call to action' and a powerful metaphor to leave the audience feeling inspired.