Leo's Speech Writing Workshop

Learning objective: To understand the structural and rhetorical components of a persuasive speech by creating a visual map of a speech-maker's presentation.

Leo the Lion is preparing to deliver a speech to the forest animals about protecting their habitat. Follow the steps below to design your speech-writing 'mind map' which will help you structure your own persuasive writing.

Draw: Create a large, clear diagram on your page. In the centre, draw Leo the Lion standing at a sturdy wooden podium, holding a scroll of paper. Use bright colours to draw lines branching out from Leo towards different sections of the page. Each section represents a part of a speech. Use decorative borders to frame your labels and ensure the 'Hook' is at the very top and the 'Call to Action' is at the very bottom, creating a clear journey for the reader's eye.

Label words: Hook · Rhetorical Question · Emotive Language · Rule of Three · Call to Action · Repetition · Formal Tone

Steps:

1. Identify three features from the word bank that you would use to make your speech more persuasive and explain why they are effective.

2. Step 1: Draw a podium in the centre of your page with Leo standing behind it. Label his 'Hook' near the top of the page.

3. Step 2: Draw three speech bubbles coming from Leo. Label these with 'Rule of Three', 'Emotive Language', and 'Rhetorical Question'.

4. Step 3: At the bottom of your page, draw a signpost labelled 'Call to Action'. Why is this essential for a persuasive speech?

5. Step 4: Surround Leo with drawings of forest animals listening. Add a label to show how you would adjust your 'Formal Tone' when addressing a large crowd.