

Writing task: Persuasive speech

Suggested SPAG: Present perfect, points of view, conjunctions

A persuasive text or speech is something that argues a particular point of view to convince the reader to agree with the author.

1. Tell your audience what your point of view is
2. Give reasons why you think that the audience should agree with your point of view
3. Summarise your reasons and remind the audience of your point of view

If you have access to the internet, go to Youtube and search Simon Link. Watch the video named "Kids need Recess." It is American, but it gives you a good idea of how convincing a good persuasive speech can be. Recess means break time.

Task 1:

These are the features of a persuasive text. See if you can spot them in one of the example texts below. You could create a colour coded key if you like. If you can't remember what these are, you will need to complete the SPAG sheets listed above first.

- Present tense
- 1st person and personal opinions
- Conjunctions
- Rhetorical questions
- Strong, emotional words
- Persuasive phrases

Why You Should Vote for me in the School Council Elections

Good afternoon, my name is Natalie Hicks and I would like to explain why you should vote for me in the school council elections on May 1st.

I have been attending this school since I was 5 years old so I care a lot about what happens here. I learned to read at this school, I lost my first tooth at this school and I have enjoyed every minute of my time here. However, I think that together we could make some changes that would benefit everyone.

Have you ever wondered what playtime would be like if the equipment we had was even better? How about if you got to choose how any money raised at the school was spent? I plan to arrange new and exciting fundraising opportunities and then ask you - the children - what we should spend our money on to make sure we have the best playtime toys possible.

Furthermore, I will make an excellent school councillor because I have really good ideas. I have shown this in my school work and in my enterprise projects. I know what children at this school want because I have a lot of friends and I talk to lots of people. I am good at talking to adults – it always says so on my school reports.

Additionally, I am trustworthy and honest. This is an extremely important quality in a school councillor. If my friends tell me a secret, they can depend on me not to tell anyone else. Just the other day I found £5 in the playground and handed it straight in to the office.

I have explained why I am undoubtedly the best candidate for this position. I know the school, I have good ideas which I can communicate and I am reliable and honest. Vote for me!

Why There Should Be a Match of the Day Programme for Women's Football

Anyone who likes football can close their eyes and hear the Match of the Day theme tune. They can hear the crowd noise, imagine the net bulging and picture the players celebrating another goal. However, the players are always men. Why? I strongly believe that women's football should be given equal billing with men's football and that would include having the same programme for women each week.

Women's football is a popular and growing sport and should be represented on TV. Football is the most popular team sport for women, the crowds at games are getting bigger and the skill levels are even better than those in the men's game. It is time to give women's football equal standing on TV.

Girls who enjoy playing football should have access to role models that can be a positive influence for them. Not many people know the names of women's football stars. If girls could be more familiar with women who had become professional players, they would be more likely to train hard to try and achieve the same thing.

It is hugely important to give boys and girls equal rights in everything. Females are paid on average less than males and are not represented equally in films. As football is the national sport in the UK, it makes really good sense for football to lead the way in this. Wouldn't you like to have a world where everybody is treated equally?

Undoubtedly, the time has come to air a Match of the Day programme for women too. This would be the perfect way to provide positive role models for girls and combat inequality. The time is now.

Now you have read the examples, go back through them and see if there are any words or phrases that you like. Jot them down and you can use them later in your own writing.

Task 2:

Decide on the topic that you would like to discuss. This can be ANYTHING that you want to talk about. You also need to think about who your audience is. Are you trying to convince your friends, your parents, the Government?

If you are stuck for ideas, here are some below:

- All children should receive pocket money
- Plastic should be banned
- Dogs are the best pets for children
- Every child should play a team sport
- Children should be able to choose their subjects at school
- All children should read at least one book a week
- Weekends should be three days
- Children should be able to vote
- We should grow our own food in our gardens

Now that you have the idea, you need to complete the plan. Your introduction should tell me what you are going to talk about. You will then need to have three points that you are going to tell your audience, giving reasons why they are good ideas.

Introduction	
Point 1	Reason
Point 2	Reason
Point 3	Reason
Conclusion	

Task 3:

Use your planner to help you to write your persuasive speech. Try to use the features that we looked at above and keep looking back at the examples if you are stuck for ideas. Once you have written your speech, try reading it aloud to your audience. You could even film yourself doing it!

Persuasive Writing

Introductions

I think...
For this reason...
I feel that...
I am sure that...
It is certain...
I am writing to...
Of course...
In the same way...
On the other hand...
In this situation...

Making your point

Firstly, secondly, thirdly...
Furthermore...
In addition...
Also...
Finally...
Likewise...
Besides...
Again...
Moreover...
Similarly...
Surely...
Certainly...
Specifically...
If...then...
because...

Details

For example...
In fact...
For instance...
As evidence...
In support of this...

Endings

For these reasons...
As you can see...
In other words...
On the whole...
In short...
Without a doubt...
In brief...
Undoubtedly...

Other Words

reasons
arguments
for
against
unfair
pros
cons



