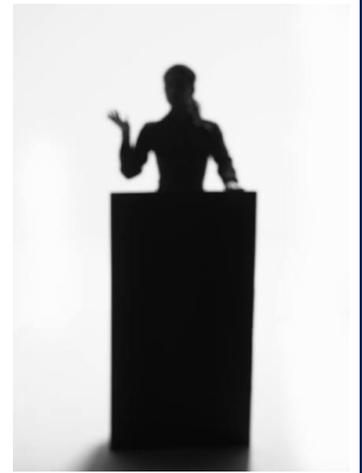


# Framework for persuasive speech



## **Introduction**

How will you engage your listener straight away?

You could use a rhetorical question, a humorous story/anecdote, emotive adjectives or any other persuasive device that you think will grab the audience's attention.

You need to inform the audience your purpose clearly in the introduction. This is to fundraise for PDSA by doing a whole-school activity. This could be a non-uniform day, a whole school sports or reading day, a whole-school sponsored silence or another event of your choice. Your event has to be big enough that you would have to ask your headteacher permission to allow it to go ahead.

**TOP TIP!** Remember your audience when you are planning what tone and words to use!

## **Main points**

The best way to keep your speech really tightly structured is to go through a series of reasons why your audience should do what you want. Your reasons should include the cause of the charity and what benefits the school and children will get out of doing it. For example, if the event is a sports day, it's fun, it contributes towards a healthy lifestyle for the pupils and they can participate in team sports and try different things. Use connectives, such as first, however, then, after that, to link your points together.

## **Conclusion:**

Your conclusion, along with your introduction, must be strong as this is what your audience will remember. Sum up your main points, and include a persuasive technique at the end. Perhaps you could argue against any potential objections they may have or offer them a solution to the problem you have outlined in the speech, for example, if the problems are that pets are suffering and children aren't reading enough, the solution could be a literacy/reading day to raise money for PDSA or a sponsored read. You should also emphasise the benefits in the conclusion.