

## Student resource sheet

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As you plan and write your speech, remember that the persuasive genre of writing and speaking features some specific characteristics that you must include in your work if you are to achieve your purpose.

### A persuasive speech should include:

- your opinion of the issue
- some key points that support your opinion
- an introduction that summarises your opinion
- statements that explain your opinion
- at least one reason or piece of evidence that supports each of your points
- a conclusion that summarises the main points of your argument

You should carefully consider the **tone** (attitude) conveyed in your speech. Remember, you are delivering this speech to a group of human beings, not robots, so you will need to use certain tactics to engage with them and hold their attention.

### Ensure that these features are included in your planning:

- an Acknowledgment of Country and Traditional Owners (see protocols for further information)
- an introduction that includes a greeting of dignitaries in order of position, then a greeting to the general audience
- an introduction that includes the speaker's (your) name
- first-person, present tense mode of presentation helps generate empathy
- a summary of the issue
- facts, details, examples, data or statistics that add a sense of authority and official truth
- specific reference to context to add a sense of purpose
- the imperative (active) voice, which adds immediacy and makes the speech more concise
- the second-person mode of presentation can be used to include the audience
- emotive and descriptive terms which make past wrongs seem undesirable and ugly
- key points are presented in a logical order
- contrast and irony create a role reversal technique to illustrate a point
- a logical sequence — key points may be referred to by number (first, second...) to help organise the ideas more clearly
- imperative statements, using *high modality terms*\*
- statements designed to evoke an emotional response and provoke action
- a powerful ending statement that is simply worded, yet memorable

\* *Modality in language refers to the way we express the truth of an idea. Modal verbs carry a judgment about the likelihood of a particular event occurring. Nine common modal verbs are: can, could, may, might, will, would, shall, should and must.*

### Persuasive writing checklist

When writing your persuasive speech, ask yourself these questions to ensure that you have used the structure and language techniques of persuasive writing.

- ✓ Is the language level appropriate to the target audience?
- ✓ Has the main argument (thesis) been summarised?
- ✓ Does the text present the strongest (or most persuasive) idea first?
- ✓ Does it contain a lot of evaluative adjectives (for example, very, most, always)?
- ✓ Have I presented opposing views and then dismantled them effectively?
- ✓ Have I quoted other authorities to support my argument?
- ✓ Have I used topic sentences to begin each new paragraph?
- ✓ Have I included details that support each point (for example, quotes, descriptions, examples and evidence)?
- ✓ Has factual information been included?
- ✓ If necessary, has statistical data been presented?
- ✓ Have I referred to recent research?
- ✓ Have I asked rhetorical questions?
- ✓ Have I repeated key ideas, words and phrases for emphasis?
- ✓ Have I used emotive language effectively?
- ✓ Is my language high in modality (for example, words such as *must* rather than *should* or *will*, rather than *might*)?
- ✓ Are connective words used to link ideas?
- ✓ Have I used contrast and comparison to highlight key ideas?