

Persuasive Speech

Year 8 English

Learning intention: To understand how rhetorical devices are used to persuade, and how to strengthen an argument using examples, quotations and substantiation of claims. To plan, practice, and deliver a presentation, selecting and ordering content to reflect a range of viewpoints. To evaluate the effectiveness of rhetorical techniques and devices.

Step 1: Research

- Choose something to speak about. Make sure you check the topic with me before you begin researching. Remember, you want to **persuade** your audience, so your topic should be an issue where there are two possible choices or opinions are divided e.g.:
 - [x] is better than [y]
 - We should/shouldn't [x]
- Use the internet to find facts, examples, or statistics to help prove your point.
- Don't forget to research the opposing side of the issue too, so that you can create a good counterargument and then refute it.

Step 2: Plan

- Use the planning sheet to outline the basic structure of your speech.
- You need an introduction (including an opening hook and a thesis statement) at least three body paragraphs (PEEL format), a counter argument, a conclusion, and a call to action.

Step 3: Write

- Your speech script should be at least **500 words** long, or about 2-3 minutes to present.
- Make sure you include all three persuasive techniques – pathos (emotional appeal), ethos (credibility) and logos (reasoning, facts and statistics).
- You should also include some of the other techniques and devices we have studied, e.g. similes and metaphors, hyperbole, alliteration, repetition, and rhetorical questions.
- Get a friend to proof-read your speech to look for any errors and check that it makes sense. Use the Speech Script Checklist (on haiku).

Step 4: Practice

- Print out a copy of your speech to read from OR create notecards.
- Practice your speech with a friend or by yourself. You **MUST** read it aloud at least once or twice to help with fluency and mark/highlight your printed speech.
- Annotate your speech marking places to speed up or slow down, when to use eye contact, words to emphasise (lean into one word in every sentence). Hand up sheet after speech.

Step 5: Evaluate

- After you have given your speech, write an evaluation paragraph explaining what you did well and what you could improve. You will be given the data from your peer feedback forms.

Marking Rubric

Criteria	A	B	C	D
Structure: <ul style="list-style-type: none"> Clear structure including a hook, thesis statement, body paragraphs, counter argument, conclusion and call to action Counter argument raised an opposing view and clearly explained why it was wrong 				
Persuasive Techniques: <ul style="list-style-type: none"> Used pathos, ethos, and logos effectively to persuade audience Used examples, quotes and facts/statistics to back up points Used other persuasive devices (e.g. repetition, alliteration, direct address, rhetorical questions, hyperbole, similes & metaphors) 				
Editing: <ul style="list-style-type: none"> Script was carefully edited and contained no grammar, punctuation or spelling errors 				
Presenting skills: <ul style="list-style-type: none"> Spoke fluently without stumbling over words Used effective eye contact and gestures Spoke clearly and loudly without rushing Used emphasis and expression 				
Listening skills: <ul style="list-style-type: none"> Listened respectfully to other people's presentations Filled out presentation feedback forms for others thoughtfully 				
Reflection & Evaluation: <ul style="list-style-type: none"> Evaluation paragraph clearly identified strengths and weaknesses in script and presentation. 				