

# Encouraging others to make a change: Persuasive Speech Writing



# Who is our audience and what is the purpose of our writing?





Transport



Recycling



Nature

What topic  
focus will you  
give to your  
speech?



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# Text Features: Writing to Persuade



What are the layout and language features of this text type?

Look at the texts in front of you and read them aloud as you would if you were presenting them strongly to an audience.

What features make them effective?  
What do you need to consider when writing in this form?

Persuasive language

Short sentences for effect

Repetition

Emotive language techniques

# What are the Layout and Language Features



What is the difference between layout and language features?

LAYOUT:

Form

Paragraphs

Titles

Punctuation

Example persuasive speech 1 - A letter from the Strikers

We, the young, are deeply concerned about our future. Humanity is currently causing the sixth mass extinction of species and the global climate system is at the brink of a catastrophic crisis. Its devastating impacts are already felt by millions of people around the globe. Yet we are far from reaching the goals of the Paris agreement.

Young people make up more than half of the global population. Our generation grew up with the climate crisis and we will have to deal with it for the rest of our lives. Despite that fact, most of us are not included in the local and global decision-making process. We are the voiceless future of humanity.

We will no longer accept this injustice. We demand justice for all past, current and future victims of the climate crisis, and so we are rising up. Thousands of us have taken to the streets in the past weeks all around the world. Now we will make our voices heard. On 15 March, we will protest on every continent.

LANGUAGE:

Style/ formality

Prose

Vocabulary

Phrasing

Sentence types

# What are the Layout and Language Features?



First paragraph sets out intent and strongest argument

## Example persuasive speech 1 - A letter from the Strikers

We, the young, are deeply concerned about our future. Humanity is currently causing the sixth mass extinction of species and the global climate system is at the brink of a catastrophic crisis. Its devastating impacts are already felt by millions of people around the globe. Yet we are far from reaching the goals of the Paris agreement.

Second paragraph gives further information including stats and facts

Young people make up more than half of the global population. Our generation grew up with the climate crisis and we will have to deal with it for the rest of our lives. Despite that fact, most of us are not included in the local and global decision-making process. We are the voiceless future of humanity.

Third paragraph gives further strength and back up of information

We will no longer accept this injustice. We demand justice for all past, current and future victims of the climate crisis, and so we are rising up. Thousands of us have taken to the streets in the past weeks all around the world. Now we will make our voices heard. On 15 March, we will protest on every continent.

Title dictates who the affected are

You have failed us in the past. If you continue failing us in the future, we, the young people, will make change happen by ourselves. The youth of this world has started to move and we will not rest again.

Summary paragraph at the end re-states strongest argument and has a hard hitting final point

# What are the Layout and Language Features



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We, the young, are deeply concerned about our future. Humanity is currently causing the sixth mass extinction of species and the global climate system is at the brink of a catastrophic crisis. Its devastating impacts are already felt by millions of people around the globe. Yet we are far from reaching the goals of the Paris agreement.

Young people make up more than half of the global population. Our generation grew up with the climate crisis and we will have to deal with it for the rest of our lives. Despite that fact, most of us are not included in the local and global decision-making process. We are the voiceless future of humanity.

We will no longer accept this injustice. We demand justice for all past, current and future victims of the climate crisis, and so we are rising up. Thousands of us have taken to the streets in the past weeks all around the world. Now we will make our voices heard. On 15 March, we will protest on every continent.

You have failed us in the past. If you continue failing us in the future, we, the young people, will make change happen by ourselves. The youth of this world has started to move and we will not rest again.

Repetition

Technical Vocab

Strong openers

Persuasive language

Short sentences for effect

Stats and Facts

Emotive language techniques

Imperatives / modal verbs

# Effective language features of a persuasive text



- Repetition of key phrases with pronouns - **we stand, we will suffer**
- Emotional response / appeal (children's futures)
- Powerful vocabulary - **rising up, crisis, deadly, threat**
- Imperative verbs - **demand, act now, force, appeal**
- Alliteration - **catastrophic crisis**
- Statistics - **young people make up half of the world's population**
- Question the reader - **what will happen...?**
- Powerful statements/ threats - **We, the young have started to move**
- Complex sentences / embedded clauses
- Formal, authoritative tone
- Passive tense
- Modal verbs for effect.
- Parenthesis
- Description: details sentences

# Layout



Introduction – Who are you and why are you making this speech-  
who do you want to join you?

Paragraph 2 – What are the effects of climate change on our planet?

Paragraph 3 – What can we do to improve our future?

Summarise – what do you want to happen? What is the final point that  
you want your listeners to hear from you? What is your message to the  
government?

# Strong Language



## Exclamations!

*We must act now to save our futures!*

*It is vital that the government recognises this very real threat.*

*What will happen to our futures if we don't prioritise the government's policy on climate change?*

*It is up to us, to help future generations.*

## Using exaggeration / questions

*How can our planet survive?*

*Is this how you want your children to live?*

## Words that involve emotions or feelings

*People are starving...*

## Sentences with groups of 3 adjectives

*Global warming is dangerous, unstoppable and devastating...*

## Repetitions

There will be no planet, no future, no life on Earth.

### Repeating phrases using pronouns

*We must listen. We must learn. We must make a change.*

We, the future generations

We, the children



Using the notes you have and your knowledge of how to use strong language, can you create sentences to match these examples?

## Learning 2: to plan and organise ideas



Aim: to persuade our audience to make changes to make positive steps towards reducing climate change across the globe.

Consider in your final paragraphs how their changes can impact people across the world, not just ourselves.

What is happening across the globe due to the effects of climate change?

## Shocking Facts and Stats

What is the effect on the reader/listener  
of including this information?



- Temperatures are breaking records around the world
- Arctic sea ice coverage has shrunk every decade since 1979 by 3.5 to 4.1 per cent.
- Sea levels are rising at their fastest rate in 2,000 years
- An average of 21.5 million people have been forcibly displaced since 2008 due to climate changed-related weather hazards
- Two-thirds of the Great Barrier Reef has been damaged as a result of climate change by coral bleaching
- The number of people exposed to flooding each year is at risk of tripling from 21 million to 54 million by 2030,
- The Earth's temperature will continue to rise so long as we continue to produce greenhouse gases.
- The estimates for how much temperatures will increase by 2100 range from two degrees Celsius to as much as six degrees Celsius

# The 'Dos and Don'ts' of Persuasive Writing:



Do	Don't
Be forceful	Be rude
Be factually accurate	Make false accusations
Be formal/mature in style	Be argumentative
Be concise	Waffle
Be honest/factual	Be bias
Appeal to people's feelings	Humiliate

# The concept of bias



When writing an argument we must **present the facts** rather than letting our own beliefs or experiences influence what we say.

Spend some time discussing bias. What examples and non-examples can you think of for this topic?

What can and can't we include?





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Ensure you  
focus only on  
your topic:



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## Consider the purpose of each section to your speech

Introduction – Who are you and why are you making this speech-  
who do you want to join you? **display anger, concern, disagreement, apology**

Paragraph 2 – What are the effects of climate change on our planet?  
**Facts, explanation, clarity, research**

Paragraph 3 – What can we do to improve our future?  
**Changes, examples, detail, positive consequences**

Summarise – what do you want to happen? What is the final point that  
you want your listeners to hear from you? What is your message to the  
government? **Reflect, support, encourage the adults to act**

## Vocabulary – use it right and spell it right!



1. **global warming**
2. **renewable energy**
3. **carbon-neutral**
4. **carbon footprint**
5. **fossil fuels**
6. **sustainability**

Do you know the meaning of these key terms?

Look them up and discuss their meaning. Put them into a sentence to explain their usage and keep it somewhere you can refer back to.

Today's Task: plan your ideas into the planning sheet considering the content we have discussed.



**Which persuasive techniques will you include in your speech?**

**Asking your listeners a question**

*What will happen to our future generations?*

**Using exaggeration**

*How can our planet survive?*

**Involving facts or numbers to support your ideas**

*75% of children think that.....*

**Sentences with groups of 3 adjectives**

*Global warming is dangerous, unstoppable and devastating...*

**Words that involve emotions or feelings**

*People are starving...*

**Repeating phrases using pronouns**

Introduction – Who are you and why are you making this speech- who do you want to join you?

Use bullet points to fill in the boxes in your plan.

Paragraph 2 – What are the effects of climate change on our planet?

Paragraph 3 – What can we do to improve our future?

Summarise – what do you want to happen? What is the final point that you want your listeners to hear from you? What is your message to the government?





# How will we choose our language well to have impact?

TASK: write your speech using the effective language we have shared.



Learning: write in an effective persuasive style



How can we adapt our writing to make sure it shows a formal style?

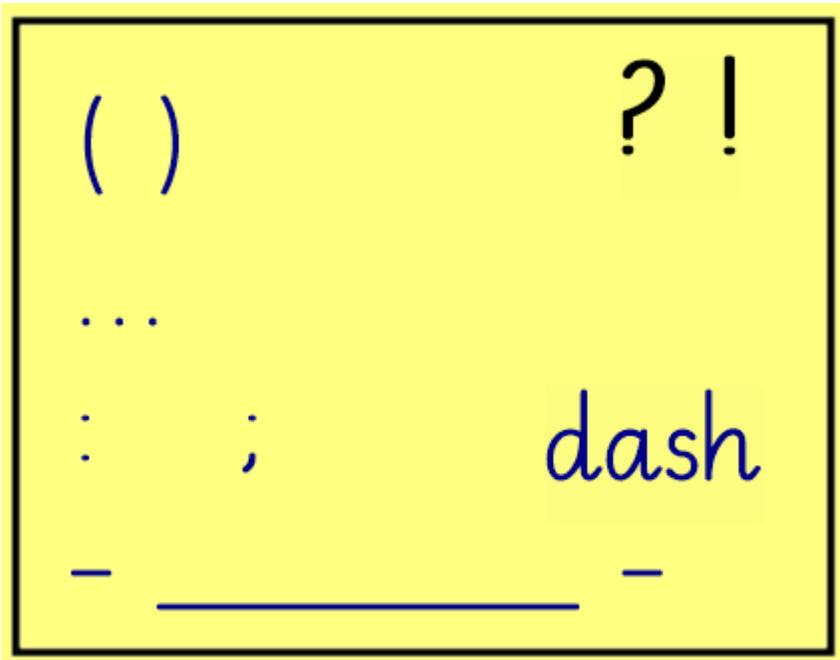
What changes have made these statements more formal in tone?

Informal	Formal
It is your fault that we are suffering. You need to be better!	Our suffering is led by the faults of our leaders. We demand a change!
No-one thinks about us who are the ones to be suffering the consequences!	Who considers the future generations who will suffer due to your decisions long after you've gone?
It is up to us to do things differently like stop wasting water, use less electricity and try renewable energy.	It is the duty of us all to change our habits to ensure long-lasting change such as...

Learning 3: write in an effective persuasive style



# How will you use punctuation for effect?



Climate change is happening now; we must act now!

Sea level rising (due to melting polar caps) is a real concern for our major cities.

The government must act now: they are the only ones who have that power.

For our own futures - we must stand!

To reduce our carbon footprint we must: use less fossil fuels; recycle more; eat less meat and be more sustainable.

Vocabulary – use it  
right and spell it right!

Use your plans to  
share vocabulary in a  
word-bank.

A-Z of Vocabulary: Climate Change

a	b	c	d
e	f	g	h
i	j	k	l
m	n	o	p
q	r	s	t
u	v	w	xyz



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*75% of children think that.....*

**Sentences with groups of 3 adjectives**

*Global warming is dangerous, unstoppable and devastating...*

**Words that involve emotions or feelings**

*People are starving...*

**Repeating phrases using pronouns**

Introduction – Who are you and why are you making this speech- who do you want to join you?

- The effects of climate change
- Why we are all responsible
- What we expect
- What the consequences are otherwise

# Introduction TIPS



Emotive phrasing to show group mentality

Strong language for impact

Exclamation! Hard truths

We, the young, the future generation of the human race stand before you now, demanding a change; climate change is becoming an increasing issue worldwide, yet many continue to ignore it as if it is only a minor difficulty in this vast world of problems. You continue to focus on other things that are much less important, as you do not have the courage to make a difference to the world. Do you not care about our future? You are snatching your children's future in front of their very eyes! Why should we live in the world of your mistakes while you are long gone?

Exclamation! Hard truths

Questions

Lay blame (politely)

# Introduction TIPS



**Make a strong start!**

**Include examples of the impact of climate change if you wish.**

**Use alliteration to make the reader take notice.**

**Use challenging vocabulary**

**Why are you doing this speech and who are you doing it for?**

The one thing that shall effect our future is climate change. This catastrophic crisis needs to be put to an end. We, the young, are the future of this earth and we all would like to live our lives without the raising temperatures, frequent storms and major floods. We are the voiceless future of humanity.

I write this on behalf of the children of the world who want their futures and lives back. On behalf of climate justice.

# Write and reflect



**TASK:** write Introduction and second paragraph

## TIPS:

Pause to reflect on which elements of the success check you have met.

What could you try and include next?

What resources might help you?  
 (Don't forget your plan!)

<u>Success Check</u>			
Key Skills	Self-Assess	Language Features	Self-Assess
Paragraphs for change of topic		Powerful vocabulary	
Capital letters for proper nouns		Shocking facts and statistics	
Capitals and full stops		Imperative verbs (demand, act now)	
Commas before conjunctions and after openers		Question the Reader	
		Powerful statements/threats	
Ellipsis to show extra information		Complex sentences/use of clauses	
<b>My writing target:</b>		Modal verbs: must, could, should	
		Repetition for effect	
		Formal, authoritative tone	

## Learning 4: Evaluate paragraphing and text structure

Continue your strong argument by giving examples of changes people can make followed by a summary of your main aims for change.

Paragraph 3 – What can we do to improve our future?

What can people change in their own lives to make a difference?  
How will this impact us and others around the globe?  
Can you add in examples or statistics to back up your point?

Summarise – what do you want to happen? What is the final point that you want your listeners to hear from you? What is your message to the government?

What will be the outcome if we don't make a change?  
Who will suffer?  
Who are the ones in charge leading the change right now?



Paragraph 2 – What are the effects of climate change on our planet?

Facts and stats to support your argument

Impact around the globe- appeal to people's emotions- evoke empathy

Explain for those who might find it hard to understand

What catastrophes have already taken place?



In your second paragraph, remember you are giving people the knowledge they need to understand the problems caused by the climate change impact they bring about. DO NOT go into detail about what they should do differently but simply explain what is happening now and give examples, numbers or percentages and describe the effects of global warming across the earth.

# Summary TIPS



Repeat phrases from the introduction for impact

Question to evoke feeling/guilt!

Strong language, group mentality!

In conclusion, we, the young, strongly believe that it is very important to do something to solve this terrifying crisis. How can you bear to sit there and do nothing? Do something to prevent and end this climate change crisis, or put the lives of your children at risk.

Thousands of cities may be flooded and animals' habitats would be utterly destroyed because of your selfish actions.

Imperative action request

Key outcomes- a SHOCKING fact to finish on!

## Learning 4: Evaluate paragraphing and text structure

# EDIT AND IMPROVE

- Reflect on the success check and identify which features you have used and which you haven't.
- Go back and re-phrase considering formality and cohesion (each sentence links to the next)
- Consider how you have opened your sentences- are you using persuasive vocabulary?
- Have you used the technical vocabulary correctly? Have you spelled it right?
- Do each of your paragraphs follow the structure or have you got some overlaps- move the sentences to the correct places if you need to!
- Check key skills- accuracy of your punctuation and capital letters (remember proper nouns!)
- Read it aloud to yourself- does it work well as a speech? What might need to change?



### Self Review

Capitals

Use of nouns/verbs

Punctuation . , ? ! ; : ;

Spelling - check

Add sentences/words

Remove unneeded words/  
sentences

Move a sentence or word  
around.

Synonyms—  
up-level your  
words.



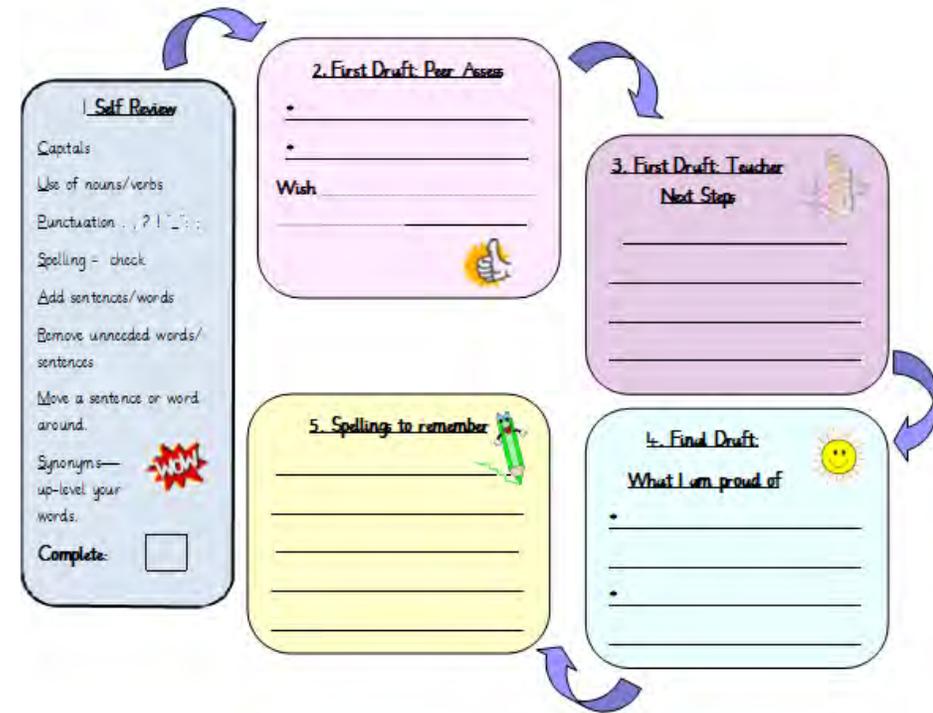
Complete:

# Feedback

Read aloud, read to a friend and reflect on changes needed.



- Have you included a balance of statements/demands/stats & facts/ explanation in your text?
- Are your paragraphs cohesive? (Do they flow, do they link?)
- Have you attempted higher level punctuation use- can you see this across your text?
- Have you used strong, yet polite phrasing?
- Have you used strong language correctly and for impact?





REMEMBER our REAL  
reason for writing!

## *Celebrate!*



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**Everybody needs to do their part to save our Earth.**

**These changes could impact on our future: reduce the amount of fossil fuels burned; fund use of renewable energy; promote the use of solar panels; develop more wind and tidal energy farms and change the mindset of others to adapt their diet to include less meat - therefore less use of land and less animals on the planet to reduce methane levels.**

**Let us be sustainable and encourage carbon-neutral living.**

# How will you make your message clear?



Think of a powerful, respectful and clear message to put on your sign

## Slogans

Our world is in your hands!

Denying the Earth's dying

Act now for our future!

No pollution is the only solution!

Don't gamble on our planet!

System change, not Climate Change!

We don't get a say but we are the ones to pay!

Respect Mother Earth!

The climate is changing- why don't we?

