

Speak Up and Persuade!

Planning a speech that wins listeners

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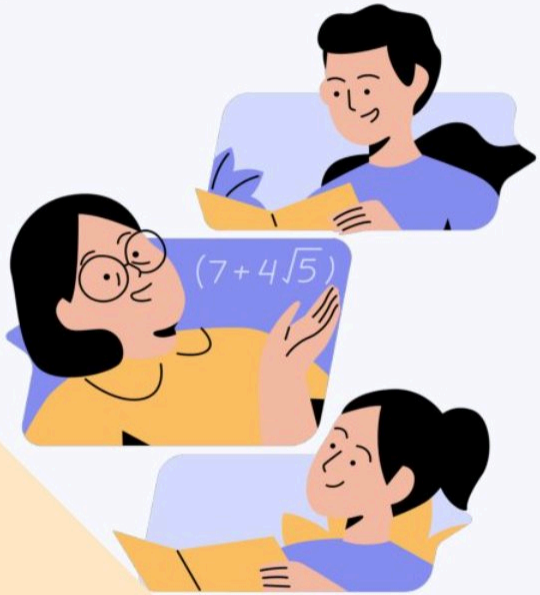
Today we will...



WE ARE LEARNING TO

- Adapt planning for purpose and audience
- Select ideas that persuade listeners
- Organise points for a formal speech

SUCCESS LOOKS LIKE

- ✓ I can match tone to audience
- ✓ I can order ideas persuasively

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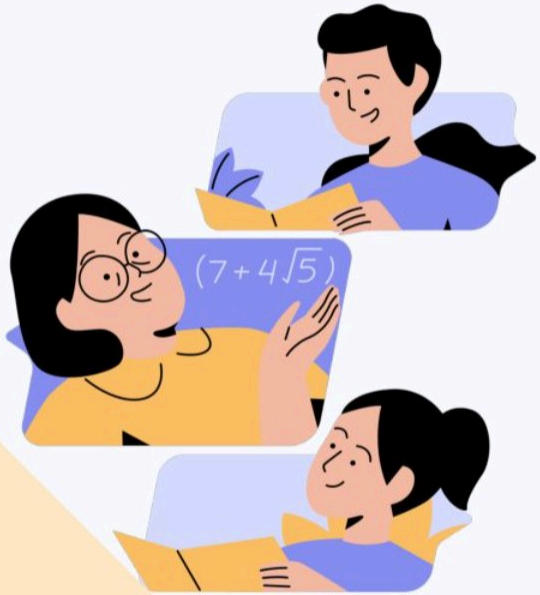
BIG IDEA

Plan for your listeners first, then your words will persuade.





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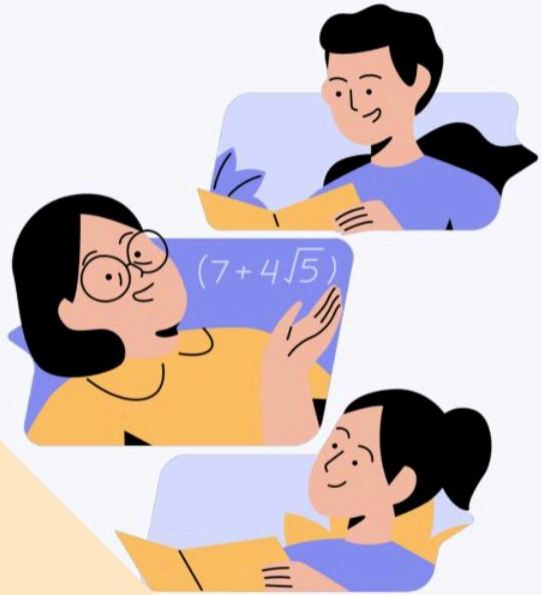
Same topic, different audience



Persuade classmates

- Friendly, chatty tone and humour
- Focus on fun and fairness
- Short stories they recognise

Persuade headteacher

- Formal, polite, respectful tone
- Focus on learning and safety
- Clear reasons and evidence

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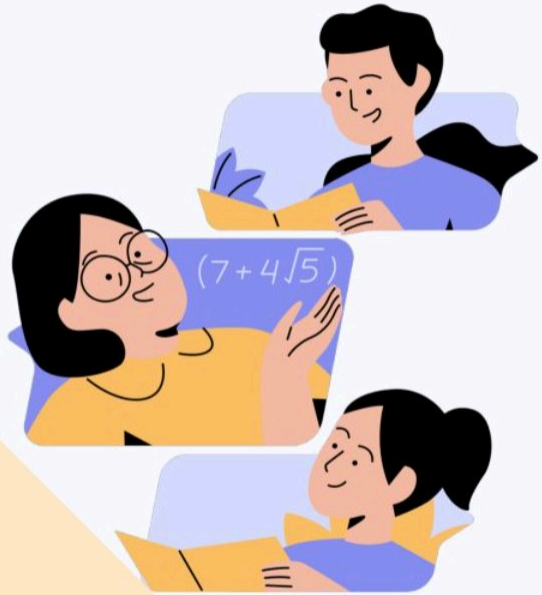
Think, pair, share



What speech would make you change your mind?

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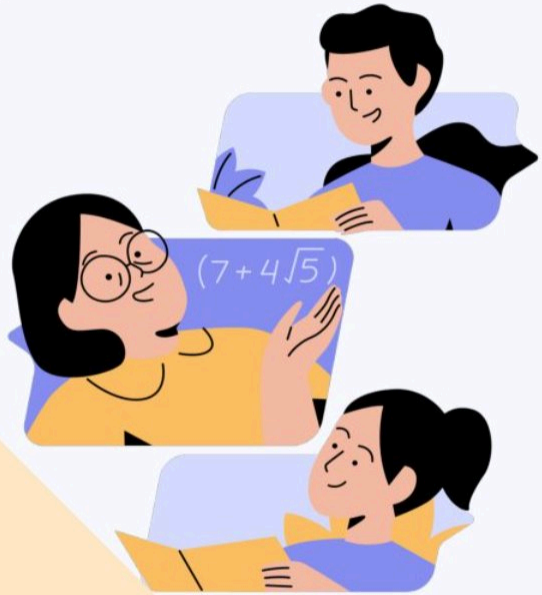
Top Tips for a Memorable Speech





▶ 0:00 – 4:20

- Listen for a strong opening hook
- Spot how ideas are ordered
- Notice formal spoken language

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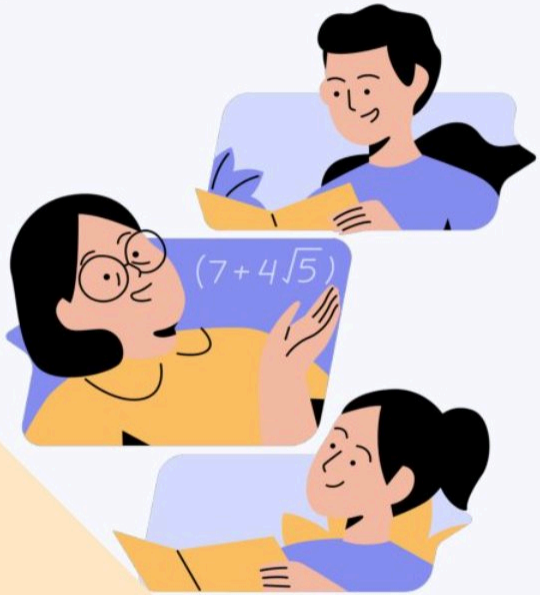


DID YOU KNOW?

Rhetoric is the art of persuasion.

Speakers choose language on purpose to guide attention and prompt action.

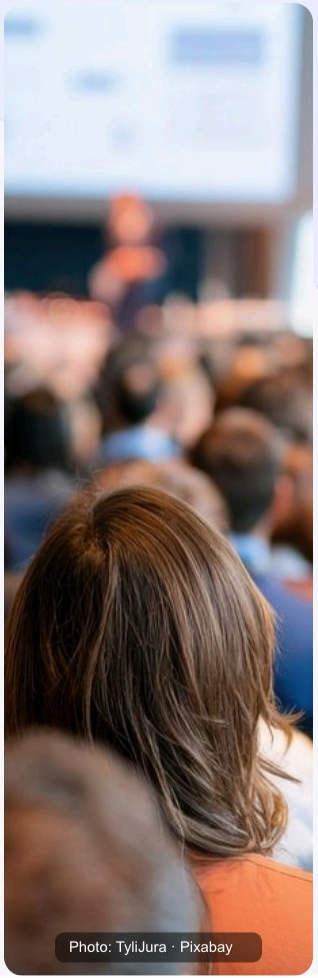
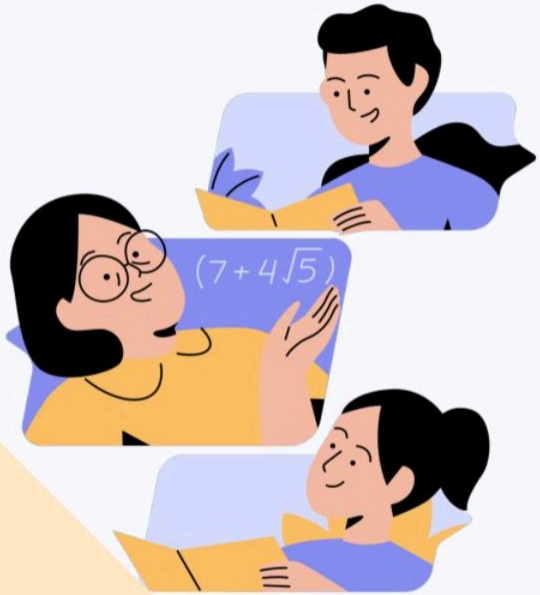


Photo: TyliJura · Pixabay

What Makes a Speech Persuasive





▶ 0:00 – 3:29

- How purpose shapes the examples
- How the speaker picks audience ideas
- One technique you could steal

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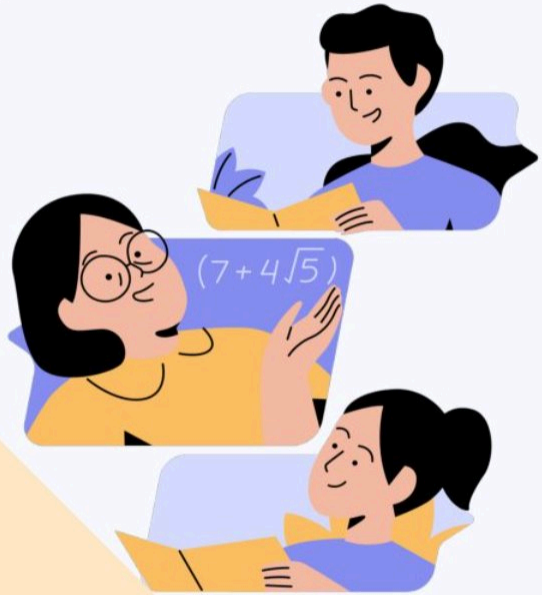
Your task



In pairs, plan a 2-minute speech to persuade the headteacher for an extra lunchtime club.

1. Pick 3 strongest reasons for this audience
2. Order them: hook, points, strong ending
3. Add one persuasive device per point

15 min

In pairs

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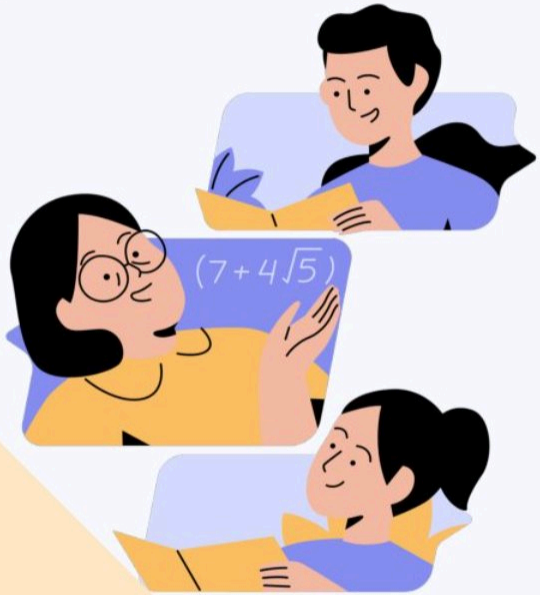
Plan like a speaker



- Purpose: what change?
- Hook opening
- Persuasive language
- **Speech Plan**
- Audience: who listens?
- 3 ordered points
- Memorable ending

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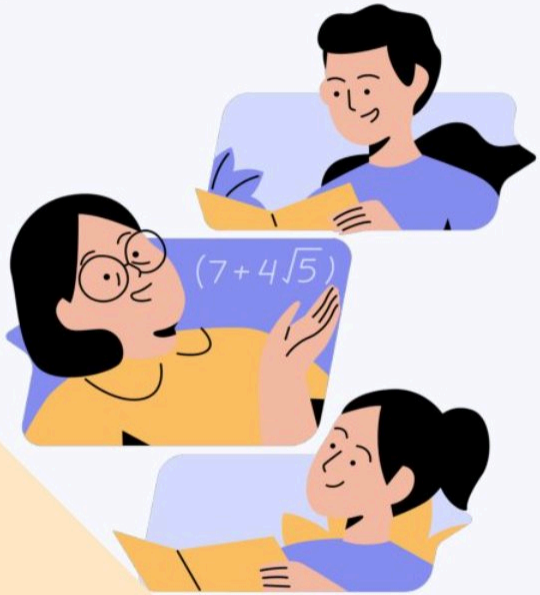
What could this be?



It stands silent till you speak, then carries your voice to hundreds. What is it?



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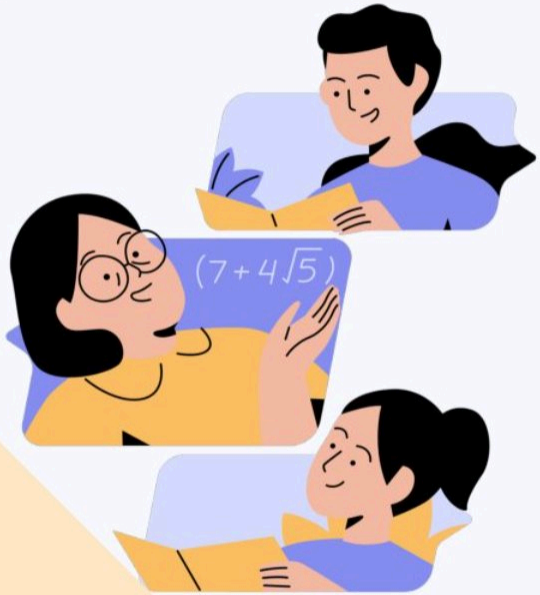
True or false?



You plan the same way for friends and for a debate.

A formal speech needs a clear order: opening, points, ending.

Select only ideas your audience cares about.

Persuasive devices work by accident.

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