

Day 3: Introduction to Persuasive Speeches

NSW Selective Test Preparation

Learning Objectives

Speech Structure

Crafting engaging openings, clear arguments, and effective conclusions

Language Skills

Utilizing persuasive vocabulary and rhetorical devices

Audience Engagement

Implementing the AIDA framework: Attention, Interest, Desire, Action

Writing Skills

Mastering transitional phrases and cohesive paragraphs

Speech Structure

Key Components of Effective Speeches

Engaging Opening

- Attention-grabbing hook
- Clear thesis statement
- Preview of main arguments
- Establishment of credibility
- Connection with audience

Clear Arguments

- Logical progression of ideas
- Well-supported points
- Compelling evidence
- Counterargument handling
- Emphasis on key messages

Effective Conclusion

- Restatement of thesis
- Summary of key points
- Powerful closing statement
- Call to action
- Lasting impact

Speech Writing Process

1. Planning

Define your purpose, audience, and key message. Research thoroughly and gather compelling evidence.

2. Drafting

Create a structured outline. Develop engaging opening, clear arguments, and powerful conclusion.

3. Refining

Enhance language with rhetorical devices. Improve transitions and cohesion. Eliminate weaknesses.

Audience Engagement: AIDA Framework

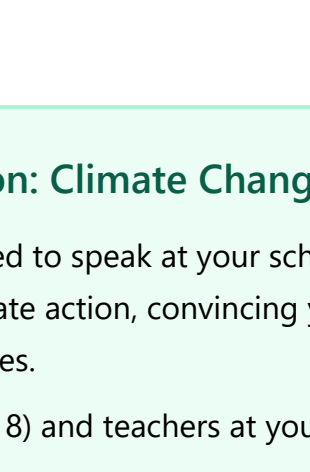
The AIDA framework is a powerful model for structuring persuasive speeches to maximize audience engagement and impact:

A - Attention

Capture the audience's attention with a compelling hook that makes them want to listen.

Techniques:

- Startling statistics
- Provocative questions
- Powerful quotes
- Personal stories
- Visual imagery

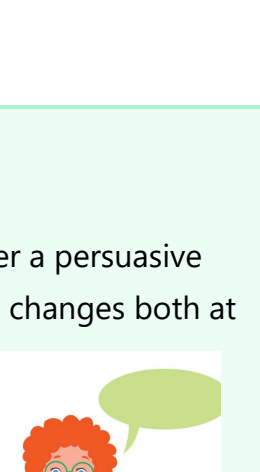


I - Interest

Build interest by explaining why your topic matters to the audience personally.

Techniques:

- Relatable examples
- Connecting to audience values
- Demonstrating relevance
- Building intrigue
- Creating emotional connection

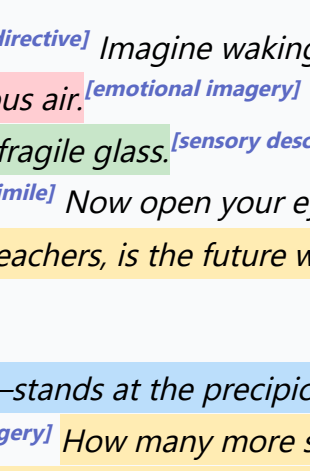


D - Desire

Create desire for change by presenting compelling arguments and evidence.

Techniques:

- Vivid benefits description
- Addressing pain points
- Expert testimonials
- Comparative analysis
- Emotional appeals

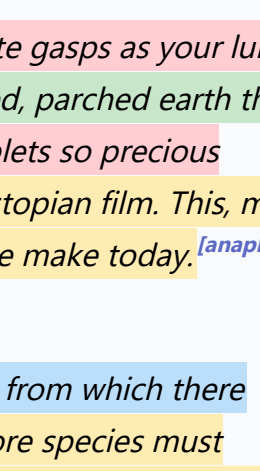


A - Action

Motivate your audience to take specific, concrete actions based on your message.

Techniques:

- Clear, specific calls to action
- Creating urgency
- Removing barriers to action
- Inspirational closing
- Vision of improved future



Speech Topic

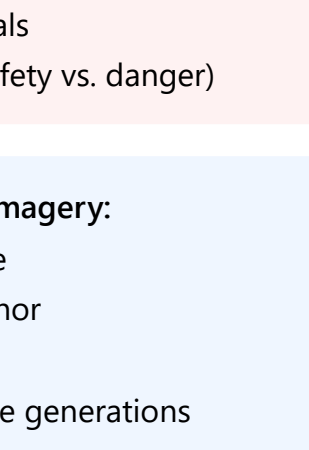
Environmental Protection: Climate Change

Scenario: You have been invited to speak at your school's annual Earth Day assembly. Your task is to deliver a persuasive speech on the urgency of climate action, convincing your fellow students and teachers to make immediate changes both at school and in their personal lives.

Audience: Students (ages 12-18) and teachers at your school

Purpose: To persuade your audience to take specific climate actions

Time limit: 3-5 minutes



Exemplar: Engaging Opening

An effective opening that demonstrates the AIDA "Attention" element with powerful rhetorical techniques:

Close your eyes for a moment, ^[directive] imagine waking to the sound not of birds chirping, but of ^[emotional imagery] desperate gasps as your lungs strain against the thick, poisonous air. ^[sensory description] Picture yourself walking not on grass, but on cracked, parched earth that splinters beneath your feet like fragile glass. ^[rhetorical questions + anaphora] Envision reaching for water, only to find droplets so precious they're rationed like medicine. ^[simile] Now open your eyes. This is not merely a nightmare. This is not a dystopian film. This, my fellow students and esteemed teachers, is the future we are creating with every carbon-emitting choice we make today. ^[anaphora + parallel structure]

Our planet—our mutual home—stands at the precipice of catastrophe, teetering on the edge of an abyss from which there may be no return. ^[metaphorical imagery] How many more scorching summers must we endure? How many more species must vanish forever? How many more coastal communities must be swallowed by rising seas before we acknowledge the emergency that surrounds us? ^[rhetorical questions + anaphora] The climate crisis isn't approaching—it has arrived, uninvited, at our doorstep, and is now burning down the very house we all share. ^[extended metaphor]

Today, I stand before you not merely as your classmate, but as a voice for the voiceless generations yet unborn ^[personification] who will inherit whatever world we choose to leave them. ^[tricolon + parallelism] The science is unequivocal. The evidence is irrefutable. The need for action is undeniable. ^[tricolon + parallelism] And yet, despite knowing these truths, we continue our collective sleepwalk toward disaster, as if blind to the flames already engulfing our shared future. ^[metaphorical imagery]

Techniques Used:

Rhetorical Devices:

- Anaphora (repeated beginnings)
- Rhetorical questions
- Tricolon (group of three)
- Parallel structure
- Directive to audience

Emotional Language:

- Visceral descriptions of suffering
- High-stakes vocabulary
- Urgency through word choice
- Direct emotional appeals
- Contrasting images (safety vs. danger)

Descriptive Language:

- Sensory details (visual, tactile)
- Specific physical descriptions
- Contrasting textures and sounds
- Environmental imagery
- Similes for comparison

Symbolic/Metaphorical Imagery:

- Earth as a shared home
- Precipice/abyss metaphor
- Fire/burning imagery
- Personification of future generations
- Sleepwalking toward disaster metaphor

Exemplar: Body Paragraph

A compelling body paragraph that demonstrates the AIDA "Interest" and "Desire" elements:

Consider, for a moment, the world that awaits us. ^[directive to audience] Scientists from the Intergovernmental Panel on Climate Change predict that without immediate action, our oceans—once teeming with vibrant coral gardens and graceful marine choreography—will become acidic wastelands where calcium-dependent creatures dissolve in slow, excruciating deaths. ^[wild physical description] These same waters that cradled life from its first cellular stirrings ^[symbolic imagery] will rise by up to one meter by 2100, drowning coastal cities under merciless waves that sweep away centuries of human achievement and displace hundreds of millions of climate refugees. ^[emotional consequences] Is this the inheritance we wish to leave? Is this the legacy we choose to create? ^[rhetorical questions + anaphora] Is this the future we dare call progress?

The truth cuts deeper still. Here in Australia, our beloved bushlands—once alive with the rustle of eucalyptus leaves and the cacophony of kookaburra calls—are transformed each summer into hellscapes where flames leap from crown to crown with terrifying velocity, where the very air shimmers with heat so intense it creates its own weather systems. ^[sensory description] Charred, fur-trapped and panicked, flee until exhaustion claims them or fire consumes them—leaving behind the acid stench of charred fur and the deafening silence of extinction. ^[emotional imagery] We saw this reality in 2019-2020, when three billion animals were incinerated or died from starvation after their habitats were reduced to smoldering ash. ^[emotional fact] Each cinder that rose from those fires carried skyward the ashes of our indifference; each plume of smoke a dark monument to our collective failure. ^[metaphorical imagery]

Yet these catastrophes are merely the visible symptoms of a deeper planetary fever, as Earth's delicate systems convulse against the infection of our excess. ^[extended metaphor] Make no mistake ^[direct address] when we talk about climate change, we are not discussing an abstract environmental concern. We are talking about your future. Your prosperity. Your very ability to recognize the world your grandparents described to you. ^[anaphora + personal connection] Even now, as we sit in this assembly hall with its fluorescent lights and climate-controlled air, the molecules of carbon we've released are wrapping around our planet like a thickening blanket, trapping heat, disrupting weather patterns, and setting in motion feedback loops that may prove unstoppable. ^[scientific description with metaphor] This is not someone else's problem. This is not tomorrow's challenge. This is our crisis. This is our moment. ^[anaphora + climax]

Techniques Used:

Rhetorical Devices:

- Tricolon (three-part structures)
- Climactic rhetorical questions
- Direct appeal to audience
- Epistrophe (repeated endings)
- Antithesis (contrasting ideas)

Emotional Language:

- Legacy and future generations focus
- Stark emotional contrasts
- Appeal to identity and responsibility
- Sense of urgency and importance
- Hope balanced with serious consequences

Descriptive Language:

- Tangible examples of action
- Solar panels and gardens imagery
- Temporal descriptions (sunrise, shadows)
- Specific physical location (school gates)
- Concrete details of implementation

Symbolic/Metaphorical Imagery:

- Crossroads metaphor
- Earth as time imagery
- Tapestry of our only home in space
- Color symbolism (vibrant to monochrome)
- Personification of Earth calling for defenders

Language Skills: Persuasive Vocabulary & Rhetorical Devices

Persuasive Vocabulary

Words that evoke strong emotional responses

Devastating	Critical	Urgent
Apocalyptic	Vital	Imperative
Critical	Transformative	Irreversible

Sensory Language

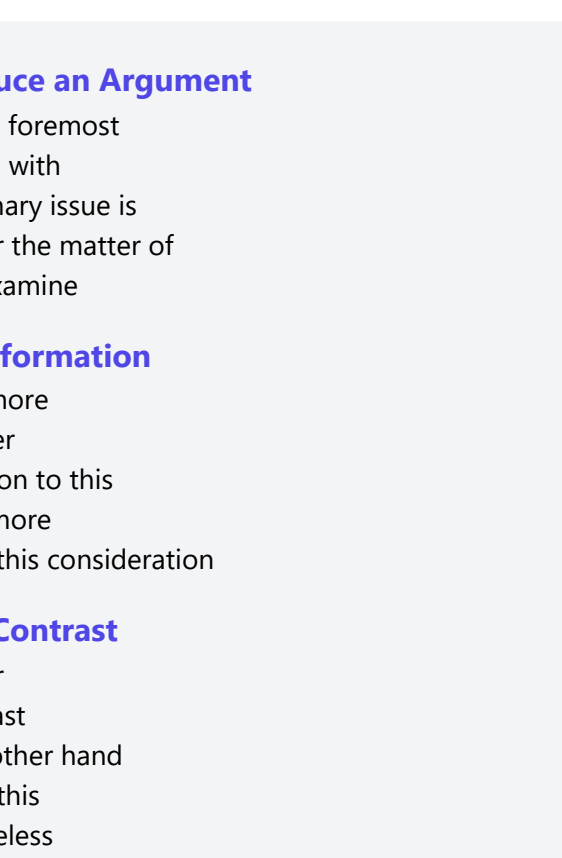
Words that appeal to the five senses

Visual: gleaming, shimmering, vibrant, faded, lush
Auditory: deafening, whisper, cacophony, silent, roaring
Tactile: scorching, smooth, jagged, parched, searing
Olfactory: acrid, fragrant, putrid, fresh, stench
Gustatory: bitter, sweet, acidic, nourishing, toxic

Elevated Alternatives

Sophisticated alternatives to common words

Instead of: Bad	Use: Detrimental, pernicious, calamitous
Instead of: Moreover	Use: Crucial, vital, colossal
Instead of: Big	Use: Monumental, colossal, tremendous
Instead of: Said	Use: Proclaimed, asserted, declared
Instead of: Think	Use: Contemplate, deliberate, consider



Rhetorical Devices

Anaphora

Repetition at the beginning of clauses
"We shall fight on the beaches. We shall fight on the landing grounds. We shall fight in the fields..."

Epistrophe

Repetition at the end of clauses
"The future is watching. The future is waiting. The future is ours."

Antithesis

Juxtaposition of contrasting ideas
"Not resources but scarcity, not wonder but devastation."

Tricolon

Series of three parallel elements
"The choice is stark. The implications are eternal. The time is now."

Rhetorical Questions

Questions asked for effect, not answer
"How many more species must vanish before we act?"

Metaphor

Implicit comparison between things
"Carbon molecules wrapping around our planet like a thickening blanket."

Personification

Giving human traits to non-human things
"The Earth is calling for defenders."

Hyperbole

Deliberate exaggeration for effect
"The weight of this crisis would crush mountains to dust."

Advanced Rhetorical Strategy: STAR Method

A framework for constructing powerful rhetorical moments

- S - Statement:** Make a bold, clear assertion
- T - Technique:** Apply a rhetorical device (metaphor, anaphora, etc.)
- A - Amplification:** Develop the idea with emotional/sensory details
- R - Resolution:** Connect back to your main argument with impact

Example: "Our planet is dying. **[Statement]** Like a patient with a spiking fever, it convulses with increasingly violent storms, burns with record-breaking wildfires, and drowns in rising seas. **[Technique: Extended metaphor]** We see the symptoms in every season—each summer hotter than the last, each winter more unpredictable, each weather event more devastating in its impact. **[Amplification]** The diagnosis is clear: human-caused climate change requires immediate intervention. **[Resolution]**"

Writing Skills: Transitional Phrases & Cohesive Paragraphs

Transitional Phrases

Effective transitions connect ideas smoothly and guide listeners through your speech:

To Introduce an Argument

- First and foremost
- To begin with
- The primary issue is
- Consider the matter of
- Let us examine

To Add Information

- Furthermore
- Moreover
- In addition to this
- What's more
- Beyond this consideration

To Show Contrast

- However
- In contrast
- On the other hand
- Despite this
- Nevertheless

To Give Examples

- For instance
- To illustrate
- Consider the example of
- As evidenced by
- This is clearly demonstrated by

To Conclude

- In conclusion
- To summarize
- Ultimately
- When all is said and done
- The evidence points to one conclusion

Cohesive Paragraphs

Cohesive paragraphs form the building blocks of persuasive speeches:

The PEEL Structure

- P** - Point (clear topic sentence)
- E** - Evidence (supporting facts/examples)
- E** - Explanation (analysis of evidence)
- L** - Link (connection back to thesis)

Internal Paragraph Cohesion

- Use pronoun references (it, they, this)
- Employ word repetition strategically
- Maintain consistent verb tense
- Use parallel structures for related ideas
- Apply lexical chains (related vocabulary)

Between-Paragraph Cohesion

- Use explicit transitional phrases
- Create "hook and eye" connections (end one paragraph with an idea that begins the next)
- Maintain logical progression of ideas
- Deploy recurring motifs or images
- Ensure each paragraph advances the central argument

Example of Cohesive Structure:

"The evidence for climate change is overwhelming. **[Point]** NASA reports that global temperatures have increased by 1.1°C since the pre-industrial era, with the last decade being the warmest on record. **[Evidence]** These temperature rises directly correlate with increased greenhouse gas emissions from human activities, demonstrating the causal relationship between our actions and planetary warming. **[Explanation]** This scientific consensus underscores the urgency of the climate crisis we face today. **[Link]**"

Practice Activities

Activity 1: Rhetorical Device Workshop

Create one example of each of the following rhetorical devices related to climate change:

- Anaphora (repetition at beginning)
- Metaphor
- Rhetorical question
- Tricolon (three-part structure)

Time: 10 minutes

Activity 2: Sensory Description Challenge

Write a paragraph describing an environmental scene using all five senses:

- Visual details (what you see)
- Auditory details (what you hear)
- Tactile details (what you feel)
- Olfactory details (what you smell)
- Gustatory details (what you taste)

Time: 10 minutes

Activity 3: AIDA Framework Planning

Plan a 3-minute speech on climate change using the AIDA framework:

- Attention:** How will you hook your audience?
- Interest:** How will you make it relevant to them?
- Desire:** What evidence will build desire for change?
- Action:** What specific actions will you call for?

Time: 15 minutes

Activity 4: Symbolic Imagery Creation

Develop three original symbolic or metaphorical images related to climate change:

- An extended metaphor comparing Earth to something else
- A symbol representing human responsibility
- A metaphor for the urgency of climate action

Each image should be 2-3 sentences and highly visual.
Time: 15 minutes

Assessment Criteria

Your persuasive speech will be assessed on the following criteria:

Criteria	High Achievement (8-10)	Sound Achievement (5-7)	Basic Achievement (0-4)
Speech Structure	Masterful organization with compelling opening, clear arguments, and powerful conclusion. Excellent AIDA implementation.	Clear organization with adequate opening, logical arguments, and suitable conclusion. Basic AIDA implementation.	Weak organization lacking effective opening/conclusion. Arguments unclear or poorly sequenced. Limited AIDA awareness.
Rhetorical Devices	Sophisticated and varied rhetorical devices used effectively throughout. Devices enhance persuasive impact significantly.	Several rhetorical devices used with general effectiveness. Some variety in techniques demonstrated.	Few or ineffective rhetorical devices. Limited understanding of how devices enhance persuasion.
Emotional & Descriptive Language	Highly evocative language creating powerful emotional responses. Rich, multi-sensory descriptions that vividly illustrate points.	Some effective emotional language. Descriptions include sensory elements but may lack depth or consistency.	Limited emotional impact. Basic descriptions lacking sensory richness or persuasive power.
Cohesion & Transitions	Seamless flow between ideas. Sophisticated transitions. Excellent paragraph cohesion using PEEL structure consistently.	Generally smooth transitions between ideas. Basic paragraph structure follows PEEL model with some inconsistencies.	Abrupt or missing transitions. Paragraphs lack clear structure or development. Limited cohesion between ideas.
Symbolic & Metaphorical Imagery	Original, powerful symbolic and metaphorical imagery that adds significant depth and resonance to arguments.	Some effective symbolic or metaphorical elements that support key points. May include some conventional imagery.	Limited or ineffective use of imagery. Symbols or metaphors may be cliché or underdeveloped.

Summary and Homework

Key Takeaways

- Persuasive speeches require strategic structure (opening, arguments, conclusion)
- The AIDA framework provides a powerful approach to audience engagement
- Rhetorical devices significantly enhance persuasive impact
- Emotionally evocative and physically descriptive language creates stronger connections
- Symbolic and metaphorical imagery adds depth and resonance
- Transitions and cohesive paragraphs ensure smooth flow of ideas

Homework Assignment

Write a complete 3-minute persuasive speech on climate change using all techniques learned today.

Your speech must include:

- Clear AIDA structure
- At least five different rhetorical devices (label them)
- Strong emotionally evocative language
- Rich physically descriptive language engaging multiple senses
- At least two original symbolic or metaphorical images
- Effective transitions and cohesive paragraphs

Be prepared to deliver your speech in our next session.
500-600 words

Preview of Day 4

In our next session, we will advance to "Advanced Persuasive Speech Writing" covering:

- Deepening audience connection (Pathos-Driven Engagement)
- Advanced rhetorical devices and emotional appeals
- Addressing counterarguments effectively (Rebuttal Framework)
- Writing skill: Fluency, persuasive vocabulary, memorable conclusions

