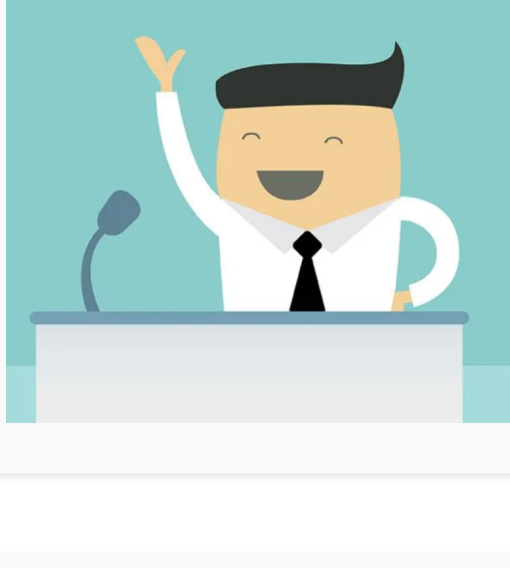


Day 4: Advanced Persuasive Speech Writing

NSW Selective Test Preparation

Learning Objectives

- Connect with your audience using personal voice and stories
- Create powerful emotional impact with descriptive language
- Craft effective calls to action that inspire your audience
- Use simple but effective rhetorical techniques
- Address opposing viewpoints respectfully and effectively
- Create memorable conclusions that leave a lasting impression



1. Connecting Through Personal Voice

A speech becomes more powerful when you speak from personal experience and genuine emotion. When your audience feels your authentic voice, they're more likely to connect with your message.

Why Personal Voice Matters:

- Creates trust and credibility
- Makes abstract issues feel real and immediate
- Helps the audience see the issue through your eyes
- Creates emotional connection that facts alone cannot achieve

Personal Voice Example:

"I never thought much about climate change until last summer. Our family camping trip to Claremont National Park—a tradition we've kept for five generations—had to be cancelled because of catastrophic bushfires. My grandfather, who taught me to fish in those streams when I was just six years old, broke down in tears when he realized we might never be able to take my little sister there. 'This isn't the world I wanted to leave you,' he said. His words have haunted me ever since."

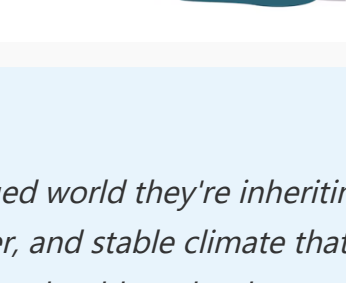
Notice: This example uses a specific personal story, mentions family connections, includes sensory details (fishing in streams), and shares a powerful emotional moment that motivated the speaker to care about climate change.

2. Creating Emotional Impact

Emotionally evocative language helps your audience feel the importance of your message, not just understand it intellectually.

Types of Emotional Language:

- **Hope and Inspiration:** Language that uplifts and motivates
- **Concern and Urgency:** Language that creates appropriate worry
- **Care and Empathy:** Language that shows understanding for others
- **Moral Conviction:** Language that appeals to shared values



Emotional Language Example:

"When I see children playing in the schoolyard, blissfully unaware of the damaged world they're inheriting, my heart aches with both love and fear. They deserve the same clean air, pure water, and stable climate that previous generations enjoyed without a second thought. Their innocent laughter should not be drowned out by increasingly violent storms, nor their future dreams burned away by relentless droughts and fires. We stand at a heartbreaking crossroads between the world we promised them and the world we're actually creating."

Notice: This example uses emotional terms (aches, love, fear, innocent, heartbreaking) and creates contrast between children's innocence and environmental threats to generate emotional impact.

3. Painting Pictures with Words

Descriptive language that appeals to the senses helps your audience visualize and experience your message, making it more memorable and impactful.

Remember: Great descriptive writing engages multiple senses: sight, sound, touch, smell, and taste.

Descriptive Language Example:

"Imagine standing on what was once a vibrant coral reef, now bleached bone-white and silent. The once-dazzling rainbow of fish has vanished. The water feels unnaturally warm against your skin. The eerie quiet replaces what should be a symphony of clicking, bubbling marine life. This ghostly underwater graveyard isn't from a science fiction movie—it's the reality of our warming oceans right now. And yet, in protected marine areas where we've taken action, you can still see the explosion of color, feel the cool, clear water, and hear the healthy pulse of ocean life thriving exactly as nature intended."

Sensory details: Visual (bone-white, rainbow, explosion of color), auditory (silent, eerie quiet, symphony, clicking, bubbling), tactile (warm against your skin, cool water), and emotional contrasts (graveyard vs. thriving).

The Power of Contrast:

Contrasting "before and after" or "with action vs. without action" creates powerful visual and emotional impact.

4. Crafting Effective Calls to Action

A great speech doesn't just inform—it motivates specific action. Your call to action should be clear, specific, and achievable.

Elements of an Effective Call to Action:

- **Clarity:** Exactly what you want the audience to do
- **Specificity:** Details about how, when, and where to act
- **Relevance:** Why this action matters to them specifically
- **Immediacy:** Why acting now is important
- **Achievability:** Actions that feel possible, not overwhelming



Call to Action Examples:

"Starting today—not tomorrow, not next week, but today—I'm asking each of you to make three simple changes. First, reduce single-use plastics by keeping a reusable water bottle in your school bag. Second, talk to your parents about switching to green energy for your home—I've put together an information sheet that makes it easy to understand the options. Finally, join our school's Climate Action Group that meets every Thursday lunchtime in Room 12. One person changing their habits might seem small, but our whole school community acting together creates a powerful wave of change."

Notice: This example provides three specific, achievable actions with clear guidance on how to complete them. It also addresses why individual actions matter when done collectively.

5. Simple But Powerful Rhetorical Techniques

You don't need complicated techniques to be persuasive. These simple rhetorical devices can make your speech more memorable and impactful.

Repetition

Repeating key words or phrases for emphasis

"We must act now. We must act together. We must act with courage."

Rule of Three

Grouping ideas in threes for rhythm and memorability

"This crisis affects our past, our present, and our future."

Rhetorical Questions

Questions that make the audience think

"What kind of world do we want to leave for future generations?"

Contrast

Showing differences between two ideas

"The cost of action is temporary, but the cost of inaction is permanent."

Combined Rhetorical Techniques Example:

"Is this the legacy we choose to leave? Is this the story we want future generations to tell about us? Is this how we want to be remembered?"

We can be the generation that saw the danger but looked away. We can be the generation that had solutions but lacked the will. We can be the generation that failed when it mattered most.

Or we can be the generation that faced the climate crisis with courage, with compassion, and with conviction. The choice is ours. The time is now. The responsibility is ours."

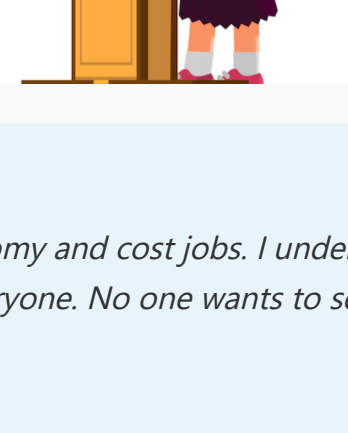
Techniques used: Rhetorical questions (Is this...?), repetition (We can be the generation...), rule of three (courage, compassion, conviction), contrast (failing vs. facing with courage), and short, impactful sentences at the end.

6. Addressing Opposing Views Effectively

Acknowledging different perspectives strengthens your speech by showing you've thought carefully about the issue. It builds credibility and helps persuade those who might disagree.

A Simple Approach to Addressing Opposing Views:

1. **Acknowledge** the opposing view respectfully
2. **Find common ground** where possible
3. **Present your counterpoint** with evidence
4. **Explain why** your position is still the better choice



Addressing Opposing Views Example:

"Some people argue that taking action on climate change will hurt our economy and cost jobs. I understand this concern—we all want a strong economy that provides good jobs for everyone. No one wants to see families struggle financially."

However, research from the Climate Council shows that renewable energy is already creating more jobs than the fossil fuel industry. The renewable energy sector employed 25,000 Australians last year, and this number is growing rapidly. Countries like Germany and Denmark that invested early in renewable energy are now global leaders, with strong economies and low unemployment."

The real economic threat isn't taking action—it's failing to act. The Australian Business Council estimates that climate disasters could cost our economy \$100 billion annually by 2050 if we continue on our current path. By transitioning to clean energy now, we can create new jobs, protect our economy from climate shocks, and build industries that will thrive in the future."

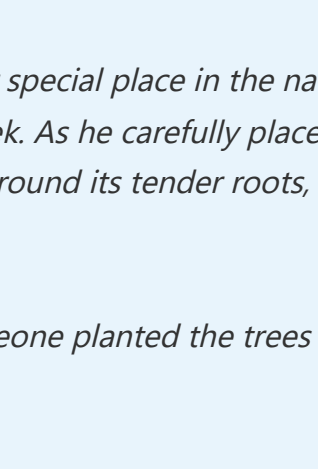
Notice: This example acknowledges economic concerns respectfully, finds common ground (everyone wants good jobs), provides evidence for the counterpoint (job numbers, international examples), and explains why action is still the better economic choice.

7. Creating Memorable Conclusions

Your conclusion is your last chance to move your audience. A powerful ending will stay with them long after your speech is over.

Elements of a Memorable Conclusion:

- **Circle Back:** Reference your opening to create a sense of completion
- **Emotional Peak:** Build to your most powerful emotional moment
- **Vision of the Future:** Help the audience see what success looks like
- **Personal Connection:** Relate the issue back to the audience directly
- **Clear Call to Action:** End with what you want them to do



Memorable Conclusion Example:

"I began by telling you about my grandfather's tears when we couldn't visit our special place in the national park. Last week, I took him to join our school's tree-planting project by the creek. As he carefully placed a young eucalyptus sapling into the soil, his weathered hands patting the earth around its tender roots, I saw hope replace sadness in his eyes."

"This tree might be taller than me by the time you're my age," he said, 'but someone planted the trees I loved when I was young too.'

That's how change happens—not all at once, but through thousands of small actions taken by people who care enough to try. The saplings we plant today—both literal trees and the seeds of change in our community—will grow into the forests of tomorrow."

When future generations ask what we did when we learned our planet was in danger, I want us to answer proudly: 'Everything we could.' Let's start today—in our school, in our homes, in our hearts. The time for talk has passed. The time for action is now. Join me—plant your own sapling of change and watch as, together, we grow a forest."

Elements used: Circles back to opening story, creates emotional moment with grandfather, uses tree planting as both literal action and metaphor for change, creates vision of future generations, and ends with clear call to action.

Practice Activities

Activity 1: Personal Connection

Write a paragraph connecting yourself personally to the climate change issue. Focus on a specific memory, experience, or person in your life that helps explain why you care about this topic.

Activity 2: Sensory Description

Create a vivid description of either:

- A natural place you love and how climate change might affect it, OR
 - How a climate-friendly future might look, sound, and feel
- Include at least three different senses in your description.

Activity 3: Rule of Three + Repetition

Create three powerful sentences about climate action using both the rule of three and repetition structure.

Example: "We must protect our oceans, we must protect our forests, we must protect our future."

Activity 4: Call to Action

Write a specific, actionable call to action for your speech that includes:

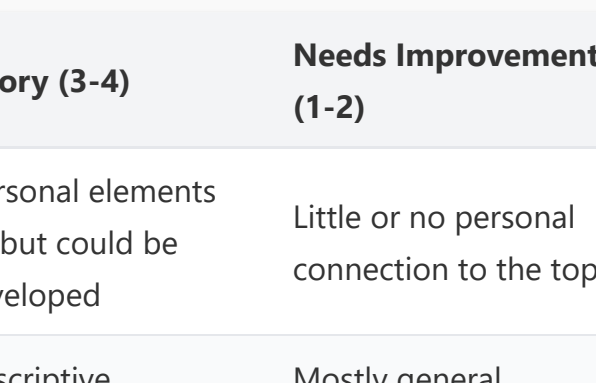
- At least one immediate action the audience can take
- Why taking action now is important
- How their individual actions connect to the bigger picture

Homework Assignment

Complete Draft Speech:

Using the techniques we've learned today, write a complete 3-minute speech on climate change that includes:

- A personal connection to the issue
 - At least one paragraph with strong descriptive language
 - At least two simple rhetorical techniques
 - One paragraph addressing an opposing viewpoint
 - A memorable conclusion with a clear call to action
- 500 - 600 words



Be prepared to present your speech in our next class!

Assessment Criteria

Criteria	Excellent (5-6)	Satisfactory (3-4)	Needs Improvement (1-2)
Personal Voice	Authentic personal connection that creates strong emotional impact	Some personal elements included but could be more developed	Little or no personal connection to the topic
Descriptive Language	Vivid imagery that engages multiple senses and creates clear mental pictures	Some descriptive elements but limited sensory engagement	Mostly general statements with little descriptive language
Rhetorical Techniques	Effective use of multiple techniques that enhance persuasive impact	Some techniques used but may not always enhance the message	Few or ineffective rhetorical techniques
Opposing Views	Respectfully addresses counterarguments with strong evidence	Mentions opposing views but response could be stronger	Ignores or dismisses opposing views without consideration
Call to Action	Clear, specific actions that are relevant and achievable	Some action elements but may be vague or too general	Weak or missing call to action

Final Reminders

- **Be authentic** — Your real voice and experiences are powerful
- **Show, don't just tell** — Use descriptive language to create images
- **Keep it simple** — Clear, straightforward language can be more powerful than complicated expressions
- **Practice aloud** — Speeches are meant to be heard, not just read
- **Focus on audience connection** — Think about how to make your listeners care