



# Persuasive Speech

---

SAB22B + EK22B  
Spring 2024



A stack of three books with blue, light blue, and dark blue covers. On top of the stack, eight wooden blocks are arranged to spell out the word 'SYLLABUS' in a serif font. The top book has a blue cover, the middle one a light blue cover, and the bottom one a dark blue cover. The pages of the books are visible, showing a cream or off-white color.

S Y L L A B U S

## Learning objective

Understanding of spoken and written English, and also the ability to interpret content. The ability to adapt language to different purposes, recipients and situations. The ability to discuss and reflect on living conditions, social issues and cultural features in different contexts and parts of the world where English is used.

# Instructions SAB22B

---

- **GOAL:** Prepare and present a persuasive speech for political policy-makers.
- Follow the step by step guide.
- Use the rhetorical models that we have talked about.
- Write your speech in DigiExam and hand in.
- Present your speech in full class, a small group or in a video. It should last for 4-5 minutes.

**DEADLINE**

**Tuesday March 19 at 23.59**



# Presentations SAB22B

## Video (deadline Tuesday March 19)

Sara, Tindra, Habib, Tyra, Fanny,  
Samuel, Matilda, Signe, Kevin

## Group 1 (Monday March 18)

Molly, Sissla, Carro, Ellen, Yousef

## Group 2 (Monday March 18)

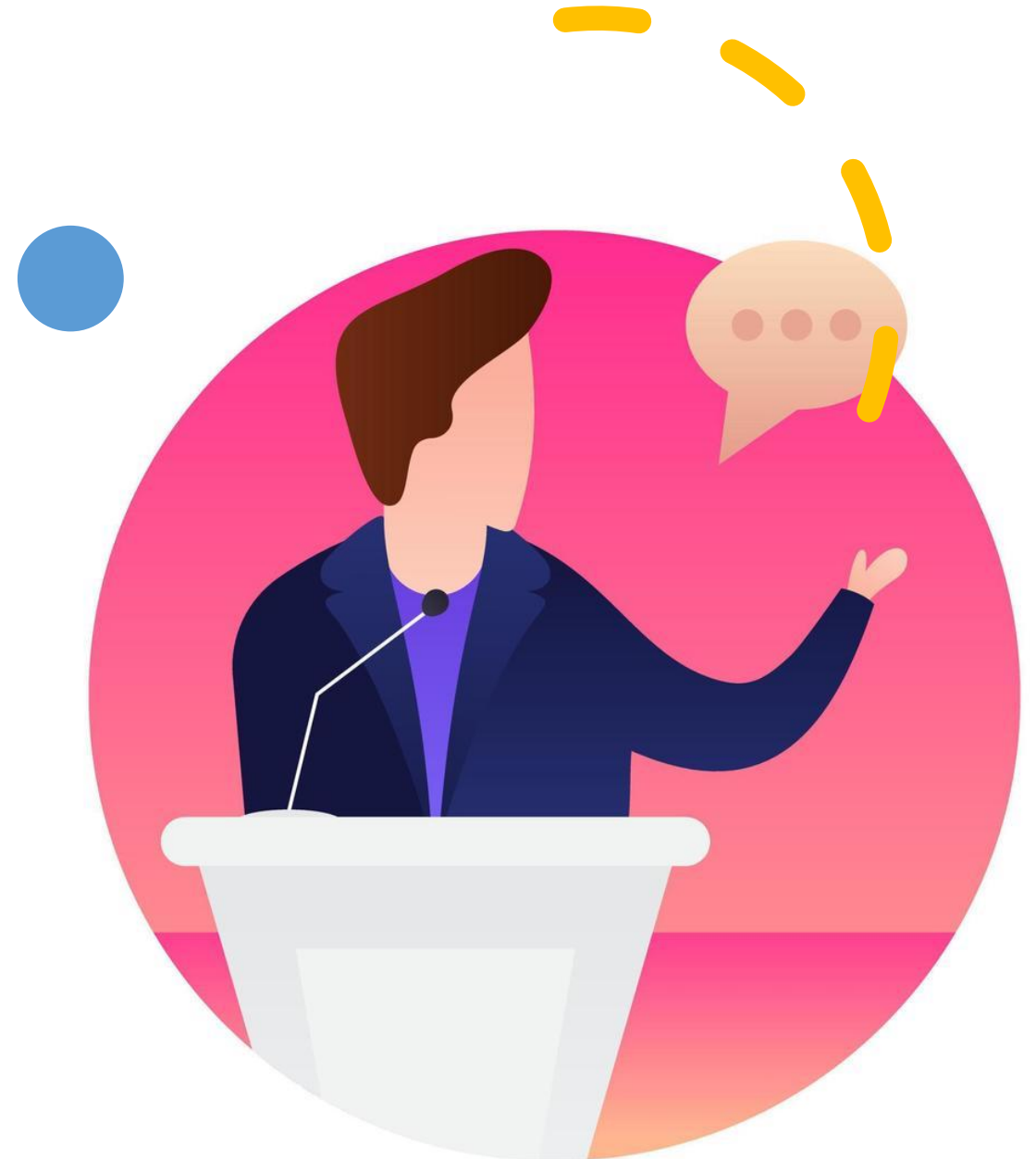
Max, Joel, Charlie, Saidy

## Group 3 (Tuesday March 19)

Victoria, Henas, Sina, Arsin

## Group 4 (Tuesday March 19)

Melker, Colin, Wille, Jezper



# Time Frame SAB22B



## **Week 8 (February 19 + 20)**

Introduction, choose topic, hand in sources.

## **Week 9 (February 26 + 27)**

Sports break, no lessons.

## **Week 10 (March 4 + 5)**

Write speech in DigiExam.

## **Week 11 (March 11 + 12)**

Write speech in DigiExam (substitute teacher).

## **Week 12 (March 18 + 19)**

Deadline + presentations.

# Instructions EK22B

- **GOAL:** Prepare and present a persuasive speech for political policy-makers.
- Follow the step by step guide.
- Use the rhetorical models that we have talked about.
- Use sources to find support for your arguments.
- Write your speech in DigiExam during lesson time and hand in.
- Present your speech in full class, a small group or in a video. It should last for 4-5 minutes.

**DEADLINE**

**Wednesday March 20 at 23.59**



# Presentations EK22B

**Did not make a choice – please let me know!**  
Reda, Benjamin, Fredrik

**Video (deadline Wednesday March 20)**  
Lotta, Malin, Alfons, Ehsan

**Group 1 (Tuesday March 19)**  
Maja, Ida, Minna, Alva S, Alva L

**Group 2 (Tuesday March 19)**  
Edward, Lucas L, Isak, Elliott, Emilio, Hammad

**Group 3 (Wednesday March 20)**  
Lidia, Claudia, Rhiana, Mathea, Stella

**Group 4 (Wednesday March 20)**  
Hugo H, Daryush, Hugo N, Emanuel, Svante

**Group 5 (Tuesday March 26)**  
Edwin, Lukas D, Axel, Douglas



# Time Frame EK22B



## **Week 8 (February 20 + 21)**

Introduction, choose topic, hand in sources.

## **Week 9 (February 27 + 28)**

Sports break, no lessons.

## **Week 10 (March 5 + 6)**

Write speech in DigiExam.

## **Week 11 (March 12 + 13)**

Write speech in DigiExam (with substitute teacher).

## **Week 12 (March 19 + 20)**

Deadline + presentations.








Teachers should/should not be  
allowed to carry firearms in school  
in the US





Sweden should/should not follow UK's example and introduce a sugar tax

A scenic view of a fjord in New Zealand, with steep, forested mountains on either side and a group of tourists on a boat in the foreground. The sky is blue with some clouds. The text "New Zealand should/should not ban tourists from visiting their country" is overlaid on the image.

**New Zealand should/should not  
ban tourists from visiting their  
country**



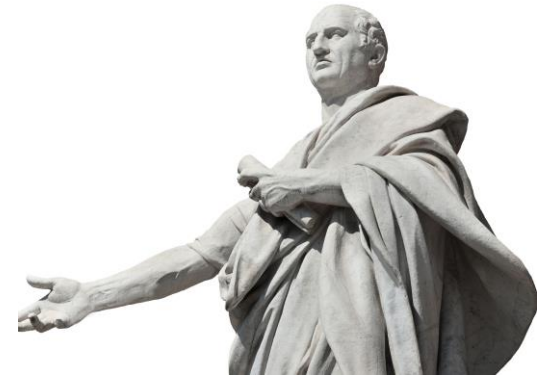
South Africa should/should not  
allow trophy hunting



Which topic do you choose?



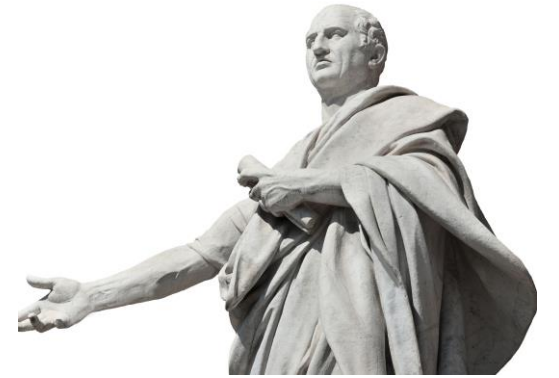
# Intellectio



- To adapt the content of the speech to the purpose, situation and audience.
- Know your goal.
- Understand your audience, in this case political decision-makers.

STEP 1

# Inventio

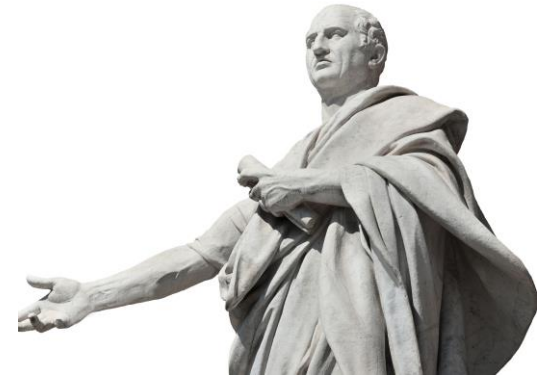


- “Inventing the speech”.
- Search for facts, find appropriate arguments and think about what emotions to evoke.

STEP 2 ➔



# Dispositio



- Arrange the speech into three parts: introduction, main body and conclusion.
- Outline your main points.
- Write a strong opening.
- Offer persuasive evidence.
- Address the counter-argument.
- Conclude with a call to action.



# Disposition of a persuasive speech

= same as the 5 paragraph essay

| Argumentative Essay Structure |  |  |  |  |                                    |
|-------------------------------|--|--|--|--|------------------------------------|
| Introduction                  | Body paragraph one                         | Body paragraph two                         | Body paragraph three                       | Body paragraph four                        | Conclusion (last paragraph)        |
| Hook: joke, statistics, etc   | Topic sentence                             | Topic sentence                             | Topic sentence                             | Topic sentence                             | Relate your thesis by restating it |
| Thesis statement              | Citation and interesting statistics        | Citation and interesting statistics        | Citation and interesting statistics        | Citation and interesting statistics        | Make a summary of the main points  |
|                               | Credible evidence to support the arguments | Credible evidence to support the arguments | Credible evidence to support the arguments | Credible evidence to support the arguments | Provide call-to-action (CTA)       |

*Introduction*

*Main body  
Argument*

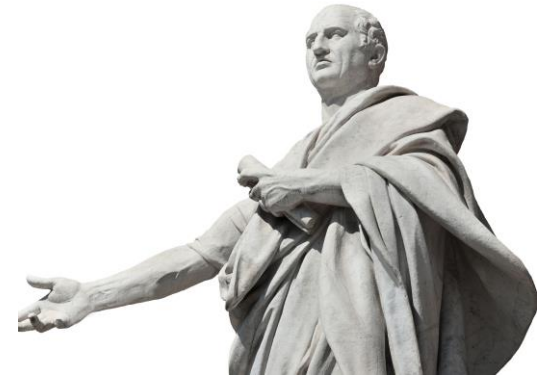
*Main body  
Argument*

*Main body  
Counterargument*

*Main body  
Strongest argument*

*Ending  
Summary + conclusion*

# Elocutio



- Adapt the language and style to the purpose and the audience by using appropriate words and create coherence by using linking words.
- Choose the right persuasive approach: ethos, pathos, logos, rhetorical devices.



## Useful language

### Expressing opinions

In my view ...

I am of the opinion that ...

It is my (firm) belief that ...

I am convinced that ...

I am in favour of/against ...

I am (strongly) opposed to ...

I would argue that ...

One must bear in mind that ...

There is no doubt (whatsoever)  
that ...

### Listing arguments

First of all ...

Secondly ...

Thirdly ...

Another argument is that ...

It could also be said that ...

Furthermore/Moreover ...

Finally/Last but not least ...

Above all ...

In conclusion ...

### Dismissing counter-arguments

It is true that ... but on the other hand ...

Admittedly ... However ...

I totally disagree with/that ...

It is doubtful that ...

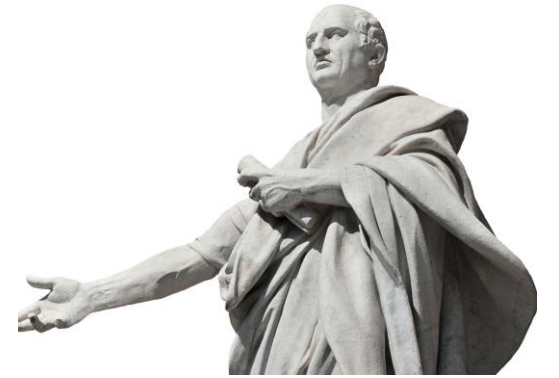
I would dispute the claim that ...

It would be wrong to say/argue that ...

This viewpoint/argument is completely  
unacceptable ...

It is questionable whether ...

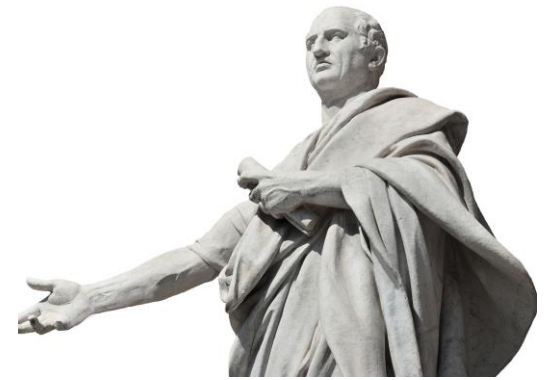
# Memoria



- The last step before giving the presentation is memorizing the speech.
- Practice, practice, practice!


STEP 5 ➔

# Actio



- Deliver the speech in an appealing way.
- Think about intonation, tempo, speech volume, pauses, body language, visual aids etc.
- Dress appropriately.
- Perform your speech in front of class, a small group or in a video. Hand in transcript in DigiExam.
- Relax and have fun 😊





**Body  
language,  
gestures  
and facial  
expressions**

---

