**Worksheet B**

**Persuasive devices you may use when writing a speech**

1. **Emotive language**

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| The writer/speaker includes words are made to evoke an emotional response from the audience. Emotive language often aims to persuade the audience to share the writer/speaker's point of view, and stimulate an emotional reaction. |

**Examples:**

* **Love makes all the difference**, especially for **traumatised** animals.
* Back in 2019, a **heartbreaking** animal cruelty case **hit** the headline. (compared to “*In 2019, an animal cruelty case appeared on the headlines of newspapers*”)
1. **Personal Pronouns**

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| Personal pronouns “I”, “We”, “You” and “They” are used in speech to engage the audience. The audience are addressed directly and could often be drawn to ponder about your opinions and arguments.  |

**Examples:**

* Nonetheless, this is the mission **we** are undertaking concertedly every day.
* **We** are striving for excellence in education to do everything **we** can to develop and stretch **our** gifted students’ abilities to their full potential.
1. **Famous quotes**

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| The writer/ speaker inserts quotes to reinforce their ideas since quotation offers memorable phrasing of an idea. It can also enhance your credibility. It is even more effective to quote experts/ famous people in the subject area the writer/ speaker is writing/ talking about.  |

**Example:**

* “**There are risks and costs to action. But they are far less than the long range risks of comfortable inaction**,” JF Kennedy.
1. **Repetition**

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| The writer/ speaker repeats a key word or phrase to reinforce or emphasise a point. The repetition of words is particularly useful to draw audience’s attention and make your point more memorable.  |

**Examples:**

* This is never an easy **mission** to accomplish.  Nonetheless, this is the **mission** we are undertaking concertedly every day.
* “When there is talk of hatred, **let us stand up and talk against it**. When there is talk of violence, **let us stand up and talk against it**.” (A speech by Bill Clinton)
1. **Rhetorical questions**

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| Rhetorical questions are questions asked in order to make a statement and do not expect an answer. The writer/ speaker uses them to engage the audience, make them think, and get hooked.  |

**Example:**

* The gifted are not entirely different than the others. **Do we have to nurture them?** Yes, **Why?** Like all learners, the gifted need frequent opportunities to transfer their knowledge and understanding from the textbook to real-world applications.
1. **Rule of three**

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| It is generally believed that ideas presented in threes are more interesting, enjoyable and memorable for the audience. Using the Rule of Three to repeat phrases, sentences and words also helps writers/ speakers to emphasise key messages in speech.  |

**Example:**

* **“It means to** try to tell your kids everything you thought you’d have the next 10 years to tell them in just a few months. **It means to** make sure everything is buttoned up so that it will be as easy as possible for your family. **It means to** say your goodbyes.” Steve Jobs, Commencement Speech 2005 at Stanford University.
1. **Similes/metaphors**

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| The writer/ speaker makes use of simile and metaphor to paint vivid pictures in the minds of the audience. The description is more engaging and compelling and the audience are more likely to pay attention to the writer/ speaker.  |

**Examples:**

* February, the white cat, was lucky to have found the **light at the end of the tunnel**.
* Over the year, she has transformed from a **shy princess** into a **gangster** who would probably rob you for food.