

## Task

1. Write down as many persuasive techniques you can think of, in particular those that people use when making a speech.
2. Watch the clip of James Corden's speech at Sports Personality of the Year as the character Smithy (speech starts six and half minutes in).

<http://www.youtube.com/watch?v=lvvKUtHIDK8>

As you watch, write down any persuasive techniques he uses.

3. Annotate the short extract below for persuasive techniques and their effects.

*'Fred Perry, Bobby Moore, Duncan Goodhew. These are true sporting legends. You lot, you need to get back to basics. Remember who you are, what you are, what you stand for.'*

*Can we win the World Cup? Yes we can. Can we win at Wimbledon? Yes we can. Can we win at the Olympics? And I'm talking proper medals not just swimming and cycling, ones that actually count (basically running). Yes we can.*

*Can we do this people of Britain? Can we? Can we do this Jenson Button? Can we do this David Haye? Can we do this Kriss Akabusi? Yes we can.*

*Don't believe in your agents, don't believe in your managers, don't believe in your publicists. Believe in yourselves because we, we believe in you and together, if we unite, we can make Britain great once more.'*

4. Extend Smithy's speech to write about an issue you think is important (this could be either something to do with sport or another similar topic). Use the same techniques and work on delivery and body language. Then perform to the rest of the class.

5. Now watch the clip of Obama's famous speech and annotate the extract below as you did with Smithy's speech (this section starts at 9.48 minutes)

<http://www.youtube.com/watch?v=Fe751kMBwms>

*But in the unlikely story that is America, there has never been anything false about hope. For when we have faced down impossible odds; when we've been told that we're not ready, or that we shouldn't try, or that we can't, generations of Americans have responded with a simple creed that sums up the spirit of a people.*

*Yes we can. Yes we can. Yes we can.*

*It was a creed written into the founding documents that declared the destiny of a nation.*

*Yes we can.*

*It was whispered by slaves and abolitionists as they blazed a trail towards freedom through the darkest of nights.*

*Yes we can.*

*It was sung by immigrants as they struck out from distant shores and pioneers who pushed westward against an unforgiving wilderness.*

*Yes we can.*

*It was the call of workers who organized; women who reached for the ballot; a President who chose the moon as our new frontier; and a King who took us to the mountaintop and pointed the way to the Promised Land.*

*Yes we can to justice and equality. Yes we can to opportunity and prosperity. Yes we can heal this nation. Yes we can repair this world. Yes we can.*

6. Using your notes and what you have learnt so far, complete the table with detailed notes.

	Smithy speech	Obama Speech
List all of the persuasive techniques they use, e.g. repetition, declarative statements etc.		
What is the audience and how do you know?		
What is the purpose and what evidence is there for this?		
What are the most common persuasive devices in each and how are these effective? Give two - three examples for each		

7. Find another speech you think is effective. Make some notes about the techniques used and why they are so effective.