

# FA Writing challenges

## WRITING CHALLENGE 3: Winning words

<b>Objective</b>	<b>To write and deliver a persuasive speech from the perspective of the captain of a team at half time</b>
<b>Success criteria:</b>	I can write a persuasive speech including: <ul style="list-style-type: none"> <li>■ persuasive literary techniques e.g. rule of three, emotive language, repetition, rhetorical questions, positive reinforcement</li> <li>■ clear instructions</li> </ul>
	I can deliver the speech confidently using: <ul style="list-style-type: none"> <li>■ a loud and clear voice</li> <li>■ an authoritative tone</li> </ul>
<b>Resources</b>	<ul style="list-style-type: none"> <li>■ Whiteboard</li> <li>■ Resource 1: mindmap (enlarge to A3)</li> <li>■ Resource 2: first draft planning sheet</li> <li>■ Challenge 3: Winning words video - please note this was created for FA Writing Challenges for the SSE Women's FA Cup Final 2017: <a href="https://www.youtube.com/watch?v=ajfBB9Qc1Is">https://www.youtube.com/watch?v=ajfBB9Qc1Is</a></li> </ul>
<b>Supporting resources from National Literacy Trust website</b>	<ul style="list-style-type: none"> <li>■ A passion for persuasion: a teacher resource packed with practical ideas for introducing persuasive language to your students: <a href="http://www.literacytrust.org.uk/resources/practical_resources_info/3764_a_passion_for_persuasion">www.literacytrust.org.uk/resources/practical_resources_info/3764_a_passion_for_persuasion</a>. (Network members only.)</li> </ul>

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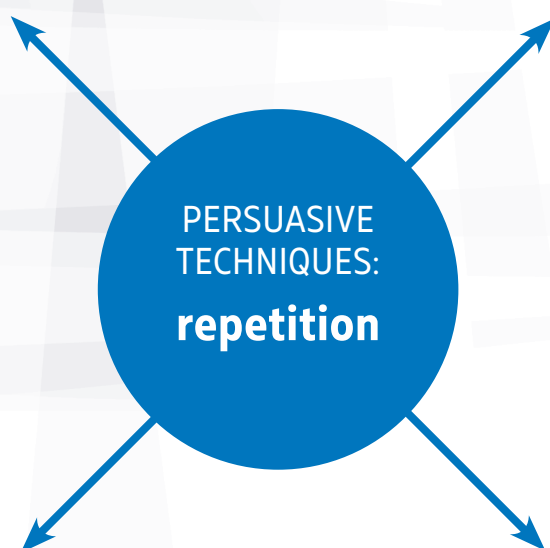
## Lesson plan

**Objective: To write a persuasive speech for a captain to deliver during half-time at the SSE Women's FA Cup Final or similar**

Starter (10 minutes)	Main activity (40 minutes)	Plenary (10 minutes)
<p>Hold up a prize (e.g. a chocolate bar) or display a hypothetical prize on the whiteboard (e.g. £1,000, extended lunchtime for a week etc.). Invite students to explain to you why they deserve the prize. As you respond, highlight the persuasive techniques they used (e.g. "Excellent use of repetition to remind how hard you have worked this term.") If you have a real prize, award it to the most persuasive student and explain why.</p> <p>Show students <b>Challenge 3: 'Winning words' video. Explain that they need to write a speech for a captain to give at half-time during an important match.</b></p> <p>Show the students the following team talk: <a href="https://www.youtube.com/watch?v=-EP4pEzVRdg">https://www.youtube.com/watch?v=-EP4pEzVRdg</a></p> <p>Ask them to think about how the manager persuades the team to try hard.</p> <p>Students need to discuss with a partner anything they thought was particularly persuasive and write ideas on the board/flipchart. Suggestions might include:</p> <ul style="list-style-type: none"> <li>■ using emotive vocabulary</li> <li>■ repetition ("You deserve to stay up, you deserve to stay up" "What we will see... what we will see")</li> <li>■ rhetorical questions</li> <li>■ rule of three ("Not tomorrow. Not yesterday. It is now.")</li> <li>■ positive reinforcement ("You will be heroes")</li> </ul>	<p><b>Activity 1: Persuasive language</b></p> <p>Explain that they must write a half time speech from the perspective of a captain at the SSE Women's FA Cup Final or similar.</p> <p>Divide the class into five groups and allocate each group with a different persuasive language technique. Give each group the related mindmap from <b>Resource 1</b> (enlarged on A3 paper). Give students 3 minutes to brainstorm ideas about how to persuade their team based on the technique given. Clarify any persuasive language techniques that they may not understand:</p> <ol style="list-style-type: none"> <li>1. emotive language</li> <li>2. repetition</li> <li>3. rhetorical questions</li> <li>4. rule of three</li> <li>5. positive reinforcement</li> </ol> <p>After 3 minutes rotate the groups/brainstorms so that each group shares their ideas using each technique.</p> <p>Discuss interesting ideas as a class and display completed brainstorm around the room.</p> <p><b>Activity 2: First draft</b></p> <p>Give students 10 minutes to write their first draft of the captain's speech individually using <b>Resource 2</b>. Encourage them to include as many of the ideas and persuasive techniques as they feel is appropriate.</p> <p><b>Activity 3: Captain's speech</b></p> <p>Watch the manager's speech again (<a href="https://www.youtube.com/watch?v=-EP4pEzVRdg">https://www.youtube.com/watch?v=-EP4pEzVRdg</a>) and ask them to think about the manager's delivery of the message, including body language, facial expression and the way he uses his voice.</p> <p>Give students two minutes to practise reading their speeches aloud to the rest of the class. They should give themselves instructions for how to present the speech e.g. <i>speak loudly, speak quietly, pause, facial expression, eye contact.</i></p>	<p>In turn, students to present their speeches aloud to a partner.</p> <p>After they have read their speech their partner needs to circle the phrases that are persuasive and underline those that could be improved. Share ideas about ways to make their speech even better. Swap over and repeat.</p> <p><b>Set as homework</b></p> <p>Remind students that they need to write a speech for the captain of a team in the SSE Women's FA Cup Final, or similar to deliver at half time. Discuss the success criteria and how they can use this to create their speech.</p>

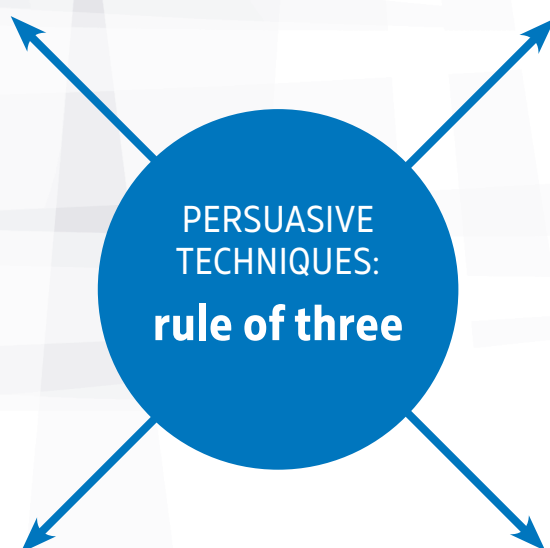
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## Resource 1



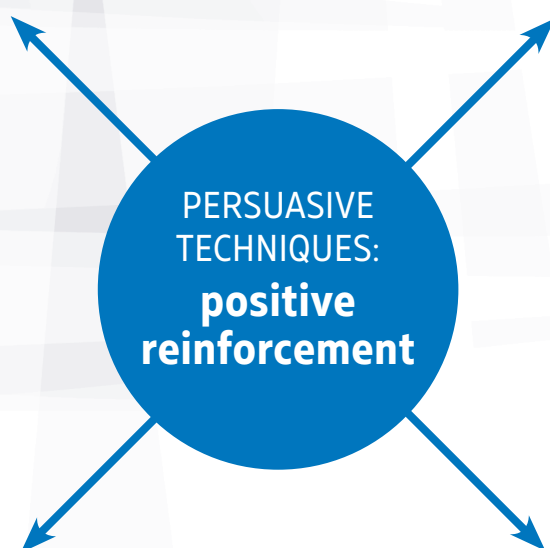
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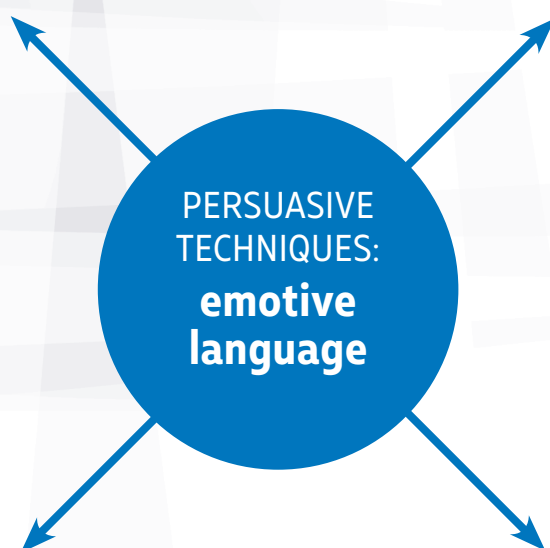
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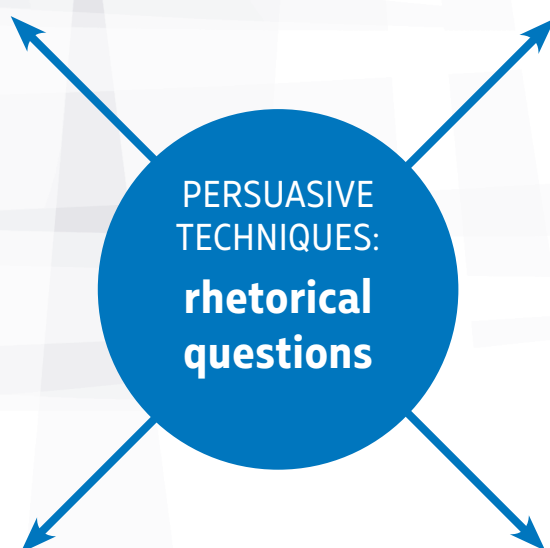
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## Resource 1



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## WRITING CHALLENGE 3: Winning words

### Resource 2

Write the first draft of your captain's speech below. Remember to use persuasive language and techniques to make your team feel inspired to win the match.

A large rectangular box containing 20 horizontal dotted lines for writing a speech draft.