**Arguing with sophistication**

**High impact strategies for persuasive speeches**

**The IMAGINE method (plus a few extras)**

Imagine if you’re a smoker imagine yourself 10 years from now – assuming you’re still alive that is - gasping for breath, wheezing terribly, and struggling to climb a flight of stairs. Nor a pretty sight, is it?

**The STATEMENT, NOT ONLY BUT method:**

Smoking is a brutal killer. Not only does it cause cancers and heart disease, it will also affect your health in many other negative, deadly ways.

**Rhetoric used wisely**

How can school justify the outrageous expense of school uniform? Not only is it expensive, but it also destroys any notion of individuality. Do we want to be cloned robots in our classrooms? No!

**The one sentence paragraph**

School Uniform: This madness must end. Now.

**Recognise there is another point of view. It’s just not as good as yours. (note use of ironic voice speech marks to distance yourself from the comments………..)**

Some people may say that school uniform is a “great leveller” and stops school becoming a “fashion show”. However, it is clear that they are missing the point. School would quickly stop being a fashion show once the new system was in place.

**The Rule of three – often linked to repetition**

* The short sentence version

Smoking Kills. Smoking Destroys Lives. Smoking is a terrible lifestyle choice.

* The complex sentence version

Smoking kills, destroys lives and is a terrible lifestyle choice.

**Emotive (often supported by Adverbs)**

Drug crime in Herne Bay has rapidly escalated out of control. The number of arrests have risen drastically, while the number of support centres has plummeted disastrously.

**The anecdote (here mixed with a little personalisation and rule of 3 and ellipsis)**Bob Mills has struggled with poverty since he lost his job. Just turned 54, and with a broken marriage behind him, last Christmas found him homeless, walking the violent and drug crazed streets of Coventry, with no friends and no family to support him. Bob was at the end of the line. Could YOU have helped him? Could a few pennies given him a hot meal? Could a little generosity put a smile on Bob’s face? I think you know the answer to those questions…………..don’t you?

**Conclude – don’t just peter out…………..(perhaps use the “Let’s” method or “ It is clear that” method, plus short sentences for impact, plus thank the audience)**

Let’s be clear. Smoking needs to be banned in all public parks immediately. There is no other response to this anti-social and deadly menace. Let’s work together to stamp it out.

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