**Writing a campaigning speech**

You are standing as a candidate for Mayor of London. Prepare your campaign speech. It should be approximately 300 words.

You must include a variety of the language techniques and sentence structures we have discussed. Don’t forget to choose your words carefully to express your message and to get the right tone in your speech. Remember, the purpose is to **persuade** people to vote for you.

**Things to think about:**

**Structure**

***Beginning***

* *Think about a way to open in an engaging way*
* *Remember to greet the audience, introduce yourself and make your purpose clear*
* *Outline the main structure of your speech*

***Main body of the speech***

* *What are the three main campaign ideas/points that you would like to make?*
* *How will you expand your points to drive your points home?*

***End***

* *Sum up your main points with a strong statement*
* *Include a call to action/repeat your campaign slogan*
* *Thank the audience*

**Language techniques**

***Commonly used techniques include:***

|  |  |
| --- | --- |
| *- Repetition*  *- Questions*  *- Rule of three*  *- Alliteration* | *- Hyperbole (exaggeration)*  *- Facts and statistics*  *- Direct address to the audience*  *- Emotive language* |