

STRUCTURE

KEY POINT

Persuasion is not only about language in terms of words used, but also about using structure to build credibility point by point.

All good persuasive speeches have a clear structure, enabling the audience to follow the points linked together in an argument. The structure of this speech is simple and effective. You can soon see that it is written in 18 paragraphs. One way of analysing the structure would be to summarise the content of each paragraph in a sentence. Another way would be to divide the speech into sections and chart it that way.

ACTIVITY 4

A02

SKILLS

CRITICAL THINKING, ANALYSIS,
INTERPRETATION

▼ IDENTIFYING EFFECTS OF STRUCTURE

Copy and complete the table, noting how the content is divided up.

▼ PARAGRAPHS	CONTENT	COMMENT ON RELEVANCE TO ARGUMENT
1-3	Her childhood reading and writing.	This introduces the key theme and shows its impact on herself when very young.

Analyse the structure of the paragraphs as well and you will see that they are not all identical. Short paragraphs have an effect on the way you read them.

ACTIVITY 5

A01

SKILLS

CRITICAL THINKING, ANALYSIS,
ADAPTIVE LEARNING, CREATIVITY

▼ UNDERSTANDING ANOTHER'S CULTURE

Imagine (if it is not true!) that you and your partner come from different cultures or countries and that you are meeting for the first time. Talk as honestly as you can about your expectations of each other, your prejudices and stereotypes.

ACTIVITY 6

A02

SKILLS

PROBLEM SOLVING, ADAPTIVE LEARNING,
CREATIVITY, INNOVATION

▼ WRITING TASKS

- 1 'A student cannot be regarded as educated unless they are equipped with the ability both to examine cultural prejudice critically when they come across it and also to challenge it in discussion.'

You have been asked to give a speech to your class in which you express your views on this statement. The speech may consider:

- whether there is adequate provision in the curriculum and, if not, how it should be improved
- how the quality of discussion and debate on these issues might be improved
- any other points you wish to make.