

Analysing a persuasive speech

Annotate, highlight or colour code this speech to show the following features:

- rhetorical questions
- exaggeration
- rule of three
- repetition
- personal pronouns
- alliteration



You have to agree that cats are better than dogs! Why are they so much better? Well, they're clever, clean and independent. You must know this is true – the evidence is clear to see. Cats don't play fetch; they have too much dignity. They never run through mud and need a bath. In fact, they clean themselves. They do their own thing and have secret lives that we never see. Dogs are stupid. They dribble and can't take themselves for a walk. Who needs a pet like that? Cats will give affection, but they can also look after themselves. They are cool, cunning and confident. That's why you must agree that cats are better than dogs!

Extension task

How might you improve this speech? Have a go at writing your own version using the techniques you've discovered and colour coded.