

FA Writing challenges

WRITING CHALLENGE 3: Winning words

Competition Guidance Notes

'Winning words'

The challenge is for any students from Years 7 and 8.

Each school is allowed to **submit ONE ENTRY PER YEAR FORM** for this challenge. You will therefore need to shortlist the best entries within your class prior to submission. The deadline for the **'Winning words challenge'** is **26 April 2017**.

Please submit all entries either as a Word document or PDF file, using a maximum of 250 words.

When you click on the 'Competition Submission' button you will be automatically signposted to a central email address.

Please add the name of the challenge into the title of your email and ensure that **the competition entry attachments DO NOT exceed 5MB per email**.

PLEASE NOTE that you will need to gain permission from the parents/guardians of the pupils whose work you decide to submit on behalf of your school. You should also ensure that, if your entry wins, you and your class would need to be able to travel to the SSE Women's FA Cup Final on Saturday 13 May 2017 at Wembley Stadium. You will be responsible for all travel arrangements.

If you have any queries regarding the submission of your competition entries please email: info@kkexcel.co.uk

To view the competition terms and conditions please click [here](#).

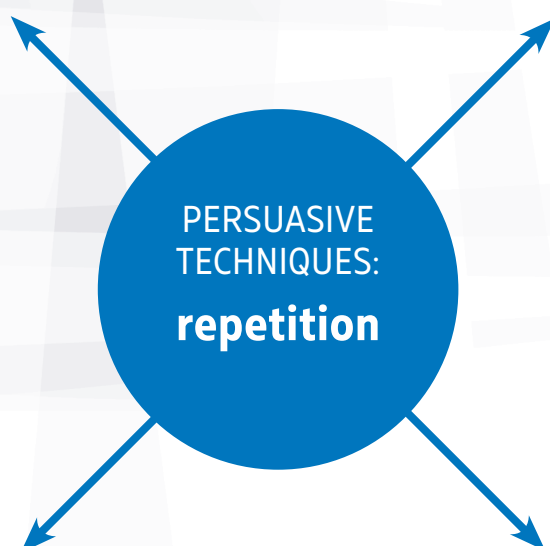
Objective	To write and deliver a persuasive speech from the perspective of the captain of a team at half time
Success criteria:	I can write a persuasive speech including: ■ persuasive literary techniques e.g. rule of three, emotive language, repetition, rhetorical questions, positive reinforcement ■ clear instructions
	I can deliver the speech confidently using: ■ a loud and clear voice ■ an authoritative tone
Resources	■ Whiteboard ■ Resource 1: mindmap (enlarge to A3) ■ Resource 2: first draft planning sheet ■ Challenge 3: Winning words video

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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)
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. Show students 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. Show the students the following team talk: https://www.youtube.com/watch?v=-EP4pEzVRdg Ask them to think about how the manager persuades the team to try hard. Students need to discuss with a partner anything they thought was particularly persuasive and write ideas on the board/flipchart. Suggestions might include: ■ using emotive vocabulary ■ repetition ("You deserve to stay up, you deserve to stay up" "What we will see... what we will see") ■ rhetorical questions ■ rule of three ("Not tomorrow. Not yesterday. It is now.") ■ positive reinforcement ("You will be heroes")	Activity 1: Persuasive language 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. Divide the class into five groups and allocate each group with a different persuasive language technique. Give each group the related mindmap from Resource 1 (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: 1. emotive language 2. repetition 3. rhetorical questions 4. rule of three 5. positive reinforcement After 3 minutes rotate the groups/brainstorms so that each group shares their ideas using each technique. Discuss interesting ideas as a class and display completed brainstorm around the room. Activity 2: First draft Give students 10 minutes to write their first draft of the captain's speech individually using Resource 2. Encourage them to include as many of the ideas and persuasive techniques as they feel is appropriate. Activity 3: Captain's speech Watch the manager's speech again (https://www.youtube.com/watch?v=-EP4pEzVRdg) 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. 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>	In turn, students to present their speeches aloud to a partner. 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. Set as homework 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. Highlight the word count. Ask students to submit their entries to you for initial judging. Provide a deadline that gives you enough time to review them and submit one entry into the competition via the FA website http://www.thefa.com/get-involved/national-literacy-trust before April 26 Wish them luck!

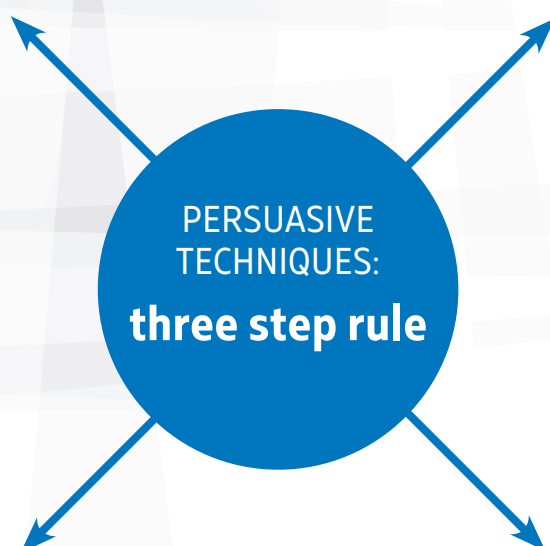
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Resource 1



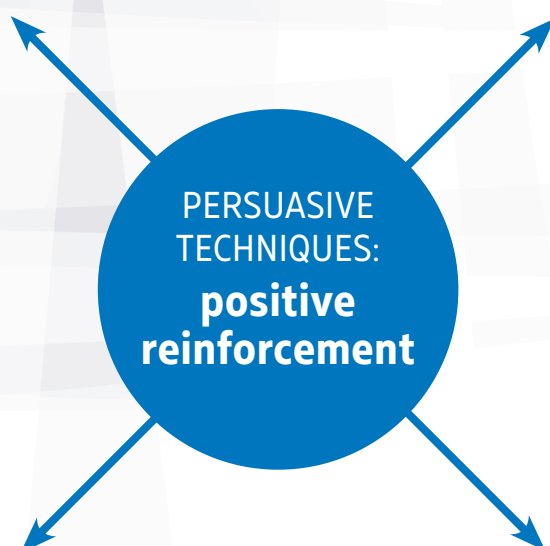
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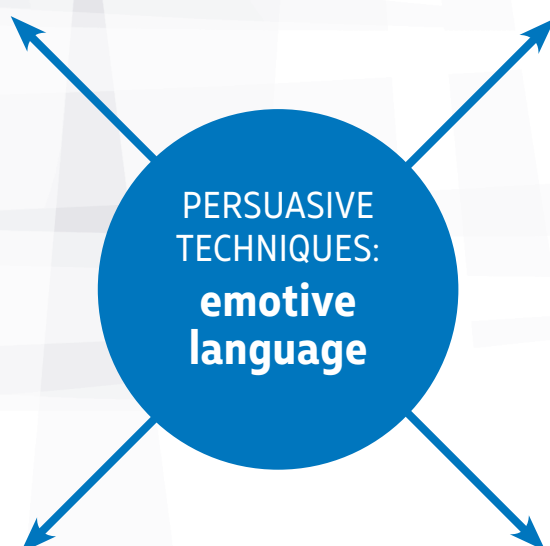
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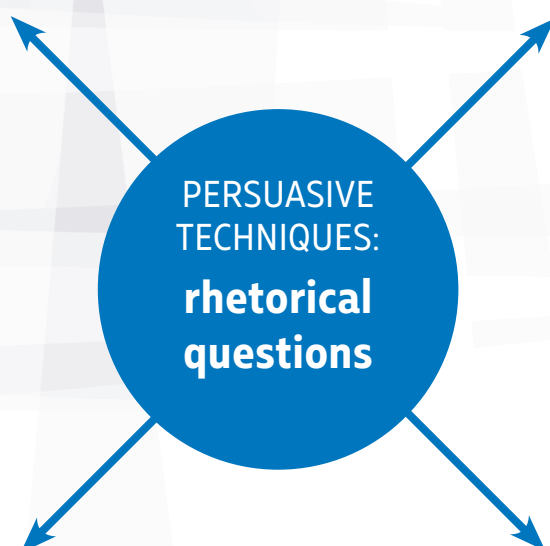
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Resource 2

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.

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.