



### 6.4a Your turn

1 Consider the presentation's overall structure. Identify the key 'stages' of the argument by drawing a line where you feel the speech shifts focus. Is it a logical structure? In what ways could it be considered effective?

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2 Study the student's verbal language closely. Select one or two standout strategies at work at each key stage of the speech and write annotations in the margins to explain the potential impact of each one.

3 Study the visual support, which appeared in the form of slides at key moments of the presentation. What impact is the speaker hoping for? How is each one being used to support the opinion?

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4 How does this student attempt to engage the audience of fellow Year 11 students and English teachers? Pick out specific moments in the speech where you feel this audience engagement is best achieved, and explain why.

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5 Can you 'critique' this speech? How might the student have improved the presentation? What different approaches might have been adopted? Discuss as a class.

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### SAMPLE 2

Study the following sample statement of intention in Source 3. It was written by the student who made the presentation in Source 2 as an explanation of the student's purpose, the context of the speech, the language choices and the intended impacts. You will be expected to produce something similar in Unit 4.

### SOURCE 3

#### STATEMENT OF INTENTION – 'KEEP APPLE OUT OF FEDERATION SQUARE'

My aim with this speech was to draw attention to the need for our Victorian government to reconsider its approval of an Apple store in Federation Square, and to establish audience outrage for what I characterise as self-interested government action. I establish my contention early on, declaring at the end of my introductory remarks that the proposal is a commercial scheme that is an insult to Australian history and culture, one which would destroy the aesthetic of Federation Square'. I had followed the case in the Victorian media and was drawn in by a public protest in Federation Square which denounced the proposal on cultural grounds; I saw this as a strong public statement and decided to produce a speech that argued for the defence of this important public space while condemning a government approach shaped primarily by greed.

To make the issue more vivid for my audience of Year 11 students I opened with an aerial photograph of the Square, with a projection of the proposed Apple store encircled in a red ring, so that they could visualise the imposition that such a building would create. My opening remarks were deliberately exaggerated – the analogy comparing the proposed development with 'an Apple store, two stories high with a gold roof, erected firmly into Abraham Lincoln's head' was designed to create a sense of incongruity and inappropriateness, and allowed me to offer a humorous pun: the 'face of ugly commercialism'. From the outset I wanted my audience to feel that the proposal was culturally insensitive and in poor taste; these opening remarks were designed to target my audience's pride in

a Melbourne landmark and to have them contemplate the desecration of this site.

I then sought to deepen this sense of cultural pride by referring to federation as a 'remarkable accomplishment, requiring the tremendous efforts of many individuals'. By associating Federation Square with this transforming moment in our nation's history, I asked my audience to consider it a culturally significant site, one which should not be polluted by an overseas multinational corporation. This appeals to a sense of national pride, and by putting this alongside a natural human sense of competition, in pointing out that the proposal will not benefit a 'locally owned Australian company', I position my audience to feel angry at an outcome which will benefit another culture at the expense of our own. This is then supported with some humour and sarcasm in 'Hey, you don't see President Trump turning the White House into a Vegemite production company', which serves to highlight, with mockery, the incongruous nature of an Apple store in a fundamentally Australian location.

This sense of how out of place the store will be is taken further through a focus on the ugly, intrusive nature of the design itself. My aim here was to underscore the first argument's focus on the store as *culturally* inappropriate with this focus on the *visually* or *aesthetically* inappropriate design – I felt these two arguments worked in tandem, serving to deepen a sense of audience concern for the development as completely out of sync with its surroundings.

To conclude, I sought to reemphasise Apple's corporate nature, including its suspect business practices around the globe, to reinforce the idea that its business