



## LIONS-A PERSUASIVE SPEECH

This particular prompt was created to support the mission and message of the Carolina Tiger Rescue. It is about why live lions should not be used for marketing (in logos and ads).

This prompt can be used as an opinion piece about any live animal that is used in advertisements.

Now for the lesson!

1. Tell the story line: "You're going to write a persuasive speech on behalf of the lions (or wild animals). The speech is going to encourage listeners to STOP using the animals for marketing (commercials, logos and advertisements)."
2. Prepare your writers by discussing where lions (or other wild animals) are used in ads. (MGM logo and Food Lion TV commercial).
3. Discuss reasons why people shouldn't use wild animals for ads.
  - i. It's dangerous for trainers
  - ii. Being in front of a camera is an unnatural environment for the animal
  - iii. Using live wild animals in ads misleads us to believe that they are safe.
4. Show the 5 sections
  - a. Introduction
  - b. Reason #1
  - c. Reason #2
  - d. Reason #3
  - e. Conclusion

Remember: K-1<sup>st</sup> Graders are encouraged to write 1 sentence for each section,  
2<sup>nd</sup> Graders 2 sentences, 3<sup>rd</sup> Graders 3 sentences and so on.

Now to write!

Guide the students through the following steps so their story is organized and complete. They are free to write these ideas in their own words.

5. Leave the first line blank for the title.
6. Write an introductory statement (1, at most 2 sentences)  
*Lions should NOT be used for marketing and sales.*
7. First of all, (reason #1 using 1-5 sentences)
8. Secondly, (reason #2 in 1-5 sentences)
9. Lastly, (reason #3 in 1-5 sentences)
10. Concluding statement (no more than 2 sentences)  
*Using real lions in ads is \_\_\_\_\_.*
11. Choose and write a title.  
(A popular one among campers was "Foolish Advertisements.")