
Speeches

— How to Write a Speech —

Structure

Introduction:

- Greet your audience: *Good morning / good afternoon*
- Say why you are giving the speech
- List what you will discuss in your speech (but don't explain!)

Main Body Paragraphs:

- Discuss ONE new point in each paragraph
- Use AT LEAST ONE speech writing technique in each paragraph

Conclusion:

- Thank your audience for listening
- Ask the audience to take some sort of action

Speech Writing Techniques

- **Repetition:** e.g. We can make a difference. We can change their lives. We can help
- **Rhetorical Questions:** a question asked in order to create a dramatic effect or to make a point rather than to get an answer
e.g. So what can we do to help?
- **Emotive Language:** Emotive language is word choice that is used to evoke emotion.
e.g. The essential rainforest is depleting at a staggering rate
- **Lists of three:**
e.g. Smoking is horrible, disgusting and deadly.

Speech Writing Techniques

- **Anecdotes**: a short interesting story about a real incident or person.
- **Hyperbole**: (exaggeration)
- Anticipatory statements: predict the counter-argument and dismiss it
- **** Quotes**: (this implies that someone else agrees with you, and that your audience should too)
- **Use examples**

Speech Writing Techniques

- Use metaphors and similes
- **Facts/statistics:** these will shock the audience and support your argument
- **Personal pronouns:** they involve the audience
e.g. Use words like 'I', 'we', 'us' and 'our'
- **Imperatives:** an essential or urgent thing, or a command
e.g. 'we **MUST** fight the litter issue in our country'

Task

1. Write the following title in red pen at the top of a new page in your copy:
Speech Writing Analysis - Severn Suzuki Speech
2. Write down the words below into your copies. Skip lines between each word to allow room to write examples
3. Watch and listen to the following speech and write down examples of the following techniques that you hear being used

- <https://www.youtube.com/watch?v=oJJGuIZVfLM&t=399s>

Task

1. Rhetorical questions
2. Facts / quotes / statistics
3. Emotional appeal
4. Anecdote
5. Imperatives
6. Lists of threes
7. Repetition

Task

- **Rhetorical questions** - "Did you have to worry of these things when you were my age?"
- **Facts / quotes / statistics** - "I wish I was rich. And if I were, I would give all the street children food, clothes ..." (Quote)
- **Emotional appeal** - "I am here to speak for the starving children around the world whose cries go unheard"
- **Anecdote** - "I used to go fishing in Vancouver with my dad"
- **Imperative** - "you must change your ways"
- **Lists of threes** - "I have dreamt of seeing the great herds of wild animals, jungles and rainforests"
- **Repetition:** "I am only a child"