

My Opening Speech *(write your speech in the 3 boxes of the table):*

Before writing your one-minute speech, please consider the answer to these questions as this will create the “body” of your speech:

- 1) As a whole, why should people in the room follow the lead of your country in this room? Do you have an interesting connection to the topics?
- 2) What are the topics in the committee room? What position would your country take on this issues? What role would they play?
- 3) What issue are you writing your primary resolution on? What is your best clause or two clauses in your resolution? What makes them so interesting or innovative?
- 4) Is there an interesting fact or statistic that relates to a topic in the room or to your country?

Attention-grabbing start (this could be a question, a brief story, a request of the audience, maybe some bit of humor):

Body of the speech (use the answers to four questions above - you may want to weave them in a different order)

Memorable moment to close (ideally you should close with either a call to action, asking the people to do something or with a clear reference back to your hook):

Opening Speech Content:

- Your speech **MUST** clearly communicate your country's stance on the issues that will be discussed in your committee.
 - You can simply outline your country's general policies on the issues, **OR** you can detail specific solutions from your resolution.
 - You may indicate which of the committee's topics you have chosen to focus on (your primary resolution topic).
- It should be both **informative** and **emphatic** (i.e. full of facts, statistics, past actions AND persuasive passion, but NOT flowery and vague).

General Principles of Persuasion for Opening Speeches:

Your opening speech is the one **prepared** speech for the MUN conference, so prepare something **persuasive**, something **memorable**!

Don't just be another droning statistic in a committee of 40+ people –
come up with some compelling moments to arrest the attention of your audience!!

Rhetoric (n) - the art of speaking or writing effectively. According to the Greek philosopher Aristotle, rhetoric is "the ability, in each particular case, to see the available means of persuasion." He divided the means of persuasion, appeals, into three categories--**Ethos**, **Pathos**, **Logos**.

Ethos (Credibility), or **ethical appeal**, means convincing by the character of the author. We tend to believe people whom we respect. One of the central problems of argumentation is to project an impression to the audience that you are someone worth listening to, in other words presenting yourself as an authority on the subject, as well as someone who is likable and worthy of respect.

Pathos (Emotional) means persuading by appealing to the reader's emotions – using vivid language, emotional language and numerous sensory details. Perhaps the most common appeal to pathos is through anecdote or story, which can turn the abstractions of logic into something palpable and present. Pathos thus refers to both the emotional and the imaginative impact of the message on an audience, the power with which the writer's message moves the audience to decision or action. Many rhetoricians over the centuries have considered pathos the strongest of the appeals – the power of emotion to sway the mind.

Logos (Logical) means persuading by the use of reasoning, (Aristotle's favorite). Giving reasons (using deductive and inductive reasoning) is the heart of argumentation, and cannot be emphasized enough.

Specific Tips for Persuasive Speeches:

Structural Techniques:

Formats or Outlines

Set yourself above the ordinary. Choose an outline which 'sells' your perspective and your solution(s). Try telling a story, debate the pros and cons with yourself, do a series of affirmations. Be aware of what your audience will best relate to.

Lead them with logic.

Develop your point step-by-step. Material can be organized in a variety of formats, from the traditional 1., 2., 3., approach to a timeline, to a series of causes and effects. What is important is to regularly, and, blatantly, let the audience know where you are, and, where you are going with your speech.

Use repetition for effect.

Repetition and parallel structure impress the listener with your preparation, confidence, and persuasive power. For example,

"This delegate *believes*... / This delegate also *believes*... / Finally, this delegate *believes*...!"

"This committee *must*... / This committee *must*... / Indeed, this committee *must*...!"

"It is the *duty* of this committee to... / It is the *duty* of the UN member states gathered here today to... / It is our *duty* as global citizens to...!"

Credibility Elements:

Authorities

Quoting recognized authorities in your topic area verifies that you have both done your homework, and, also, know what you are talking about. Focus on famous people *from your country* or the UN. (Because you should be championing your own country, it is less effective to quote someone famous from a country other than your own.)

Document your factual information and references.

Never leave an audience member questioning where you got your facts ... which means he or she is questioning the fact itself. Refer to UN documents or UN-generated statistics wherever possible.

Experience

When you speak, you need to be regarded as an authority. Your experience (either your country's own experience of the issue(s) or the experience you show through your knowledge of the issue) is one of the primary things that give you credibility in the eyes of your listeners. Be sure to include specific details regarding your country's experience/action on the topic. (Refer to the details in your policy statement – this is why you prepared one!) Try to include such phrases as, "in the 15 years since my country established the organization/fund to..." or "each of the dozen times this solution has been presented to the Security Council...". Statements like these add more blocks to your foundation of credibility.

Specificity

Which has more impact for you:

"The world is going to end", or,

"The earth will be hit by an asteroid next July"?

Are you likely to give money to "poor children overseas", or, to "four year old Emmia, who digs in the garbage seeking for food". Listeners need concrete items to relate to. When someone tells you to 'paint a picture' for them, that is what they mean.

Openings and Closings:

Openings

Tell them why they should listen. Why should the listeners remember **you** on this subject, from the 25-50 other people they will hear from on the same topic, one after another?! How can you begin your speech in a way that makes you stand out immediately from the rest?

Closings

Close: don't just quit.

Work the group to a conclusion and then propose action, e.g. "Now this committee understands the urgency of the problem, this delegate wants to work with like-minded countries to ...[specific solution details]..."

Provide them with a memorable moment – remind them of a dramatic statistic, specific anecdote, powerful quote, short/sharp/vivid statement.

Words, Phrases and Sentences:

The basic rule of thumb for this very extensive topic is to keep your language concrete, descriptive and clear. Sticking to the active voice is also significant. Essentially, you should say, simply, "France found a problem" rather than "it was brought to France's attention that there was a problem".

Win with words

The persuasive appeal of pathos is an appeal to an audience's sense of identity, their self-interest, their emotions. Appeals to our sense of identity and self-interest exploit common biases; we naturally bend in the direction of what is advantageous to us, what serves our interests or the interests of any group we believe ourselves a part of. We naturally find more persuasive the speaker who flatters us (especially indirectly) instead of insulting us. Thus skillful speakers create a positive image in their words of the audience they are addressing, an image their actual listeners can identify with. Who does not want to be the sensible, caring person the speaker describes? For example, "I know the delegates in this committee can..."

Choreography and Visual Appeal:

To get your audience members to react to your text, you will need a variety of dynamics, some physical, some psychological. Raise and lower your voice, use pace and pause, use hand gestures and physically position your body to emphatically reinforce important statements in your speech.

Mood Swings: Sentences that convince rather than confuse

Match every facet of your presentation to the mood. A presenter's credibility is suspect when he or she talks about a tragic situation while grinning broadly. The audience is also totally confused when we speak of undertaking a project with enthusiasm and vigor while we are drooping across the podium or speaking in a bored monotone.

Eye contact

To get your audience to respect your authority, you must engage them – with **eye contact**!

Do NOT read your speech. You may take bullet point notes to the podium for emergency reference, but above all, *do not read the opening or closing*!!