

Chapter 8: The Best Way to Structure a Speech

The main requirement for a successful speech is having something important to say. Lots of times people focus on delivery, personal appearance, gestures, eye contact, and the **like** (「之類的東西」, 近義用法: **and so on = and so forth**). Those things are certainly important. But the most important thing is the speaker's message. If you have a message that you're committed to, that you want to communicate to people, you will communicate better.

One basic structure for a speech falls into three parts: an introduction, a body, and a conclusion. Each part is designed to do something different. You need to have an introduction that **gets** the audience's **attention**¹ and lets people know about the importance of the subject, why it's important for them to listen. It **makes** (「留下(印象)」 = **leave**) a first impression. In journalism they call it a *hook*: something that's going to pull your audience in to your speech. The introduction should also reveal the speech's topic and give the audience some idea of the main points to be discussed.

1. 「吸引某人的注意力」: **get = draw = grab = attract = capture**

The body of the speech is **where** (表「...的地方」) the speaker develops his or her main points—the big ideas of the speech. You should probably limit yourself to four or five main points in a speech, whether it's a 10-minute or a 60-minute speech. That will give you time to develop the points you're making. If you have too many main points, the audience will **have trouble**² sorting them out, and you may find that you **aren't able to** (「能夠」, 近義用法: **be capable of + V-ing**) develop them in enough depth to be clear and convincing.

2. 「做某事有困難」: (後面接 V-ing)

have trouble

= have difficulty

= have problems (注意: 此處 problems 使用複數型)

= have a hard time

The conclusion is important because it's where you **leave** (「留下(印象)」) your most lasting impression. It's the last chance to drive the ideas home to the audience, and ideally the speaker will find a way to leave a lasting impression, both in terms of **what** (複合關係代名詞: 「...的事情/東西」)³ he or she says and in terms of the delivery. Some famous speeches end with stirring conclusions. A celebrated one is Patrick Henry's exhortation "give me liberty—or give me death."

3. 複合關係代名詞



Vocabulary for Production

1. requirement

- ✍ The new computer system will **meet** all our **requirements**. (*meet/satisfy/fulfill a requirement*)
- ✍ The **minimum requirement for** the post was a degree in engineering.

● require (v.)

- ✍ You **are required** by law **to** wear a seat belt.
- ✍ Regulations **require that** students attend at least 90% of the lectures.

2. successful

- ✍ They **were successful in** winning the contract.

● success (n.)

- ✍ The experiment **was a big success**.

✍ Did you have any success in persuading Alan to come?

✍ Confidence is the key to success.

● **succeed (v.)**

✍ He succeeded in getting a place at art school.

3. delivery

✍ Most Indian restaurants offer free delivery.

✍ The restaurant pays cash on delivery for fish, which the local fishermen like.

● **deliver (v.)**

✍ She is due to deliver a lecture on genetic engineering.

✍ They set off to deliver supplies to an isolated village. (*deliver* + something + *to* + somebody)

4. appearance

✍ We are often attracted to somebody first by their physical appearance.

✍ You shouldn't judge by appearances.

5. gesture

✍ Luke made a rude gesture with his finger.

✍ He invited the two men to his house as a gesture of friendship.

● **gesture (v.)**

✍ He gestured for her to take a seat.

6. structure

✍ Many changes had taken place in the social and political structure of the island.

✍ Scientists have been investigating the internal structure of the planet Mars.

7. conclusion

✍ I soon came to the conclusion that she was lying.

✍ It is still too early to reach a conclusion on this point.

✍ It's important not to jump to conclusions.

✍ In conclusion, I want to thank all the people who have volunteered their time to our organization.

● **conclude (v.)**

✍ The report concluded that the school should be closed immediately.

● **conclusive (adj.)**

✍ The investigation failed to provide any conclusive evidence.

8. attention

✍ She tried to pay attention to what he was saying.

✍ The exhibition received little attention in the press.

✍ Her case attracted a great deal of media attention.

● **attentive (adj.)**

✍ The waiters were attentive and friendly.

9. subject

✍ Have you discussed the subject with your husband?

✍ I knew he was trying to avoid the subject of drugs.

✍ Immigration is a complex subject.

✍ The content of the curriculum has become a controversial subject.

● **subject (adj.)**

✍ Prices are subject to change.

10. impression

- ✍ He was keen to make a good impression on his boss.
- ✍ Janet certainly left an impression on him.
- ✍ Her speech definitely gave the impression that she was enthusiastic about the project.

● impress (v.)

- ✍ He impressed her with his sincerity. (*impress* + somebody + *with* + something)
- ✍ We were very impressed by the standard of work.

● impressive (adj.)

- ✍ The cathedral is very impressive.

11. reveal

- ✍ He revealed that he had been in prison twice before. (*reveal that* + S. + V. ...)

● revelation (n.)

- ✍ He resigned after revelations about his affair.

12. develop

- ✍ Chicago developed into a big city in the late 1800s.
- ✍ The children are beginning to develop a sense of responsibility.

● development (n.)

- ✍ The United States has been keen to encourage economic development in Egypt.
- ✍ The government is committed to sustainable development and the protection of the environment.

13. limit

- ✍ I limit myself to two cups of coffee a day.

● limit (n.)

- ✍ My wife and I set a limit on how much we spend on clothes.
- ✍ There's no limit to what you can do if you try.
- ✍ speed limit

● limitation (n.)

- ✍ The system does have its limitations.
- ✍ technical limitation

● limited (adj.)

- ✍ There are only a limited number of tickets available.
- ✍ The organization has very limited resources.

● unlimited (adj.)

- ✍ The system can support an unlimited number of users.

14. convincing

- ✍ There is convincing evidence that smoking causes heart disease.

● convince (v.)

- ✍ The officials were eager to convince us of the safety of the nuclear reactors. (*convince* + somebody + *of* + something)
- ✍ The officials were eager to convince us that the nuclear reactors were safe. (*convince* + somebody + *that* + S. + V. ...)
- ✍ I was convinced that we were doing the right thing.

15. lasting

- ✍ Their generosity made a lasting impression on me.

● last (v.)

- ✍ The hot weather lasted for the whole month of June.

16. ideally

- **ideal (adj.)**
✍ An elastic waist makes these jeans **ideal for** the larger woman.
- **ideal (n.)**
✍ Are our ideals of beauty changing?

17. stirring

- **stir (v.)**

18. celebrated

- ✍ The area **is celebrated for** its food and wine.
- ✍ He has **become celebrated as** an artist.
- **celebrity (n.)**
✍ He's a national celebrity.

19. exhortation

20. liberty

- ✍ Any law that increases police power may be seen as a threat to **individual liberty**.
- ✍ The right to vote is one of the most powerful means we have to **protect our liberty**.
- ✍ The American Constitution protects **religious liberty**.
- ✍ The party has a tradition of fighting for increased **political liberty**.
- ✍ The country is slowly moving towards democracy and **economic liberty**.
- ✍ the Statue of Liberty
- **liberal (adj.)**
✍ She has liberal views on such issues as equal education and job opportunities for black and white.

Phrases

- | | |
|--------------------|---------------------------|
| 1. focus on | 6. have trouble (+ V-ing) |
| 2. eye contact | 7. sort out |
| 3. the like | 8. in depth |
| 4. be committed to | 9. in terms of |
| 5. whether...or... | 10. end with |