

## C1 英语演讲训练3

### 如何写一篇英文演讲稿

- A speech is simply an official verbal presentation that is meant to achieve a certain goal. The aim of making a speech or even writing one, is to convince your audience to buy into your idea or pay attention to your subject of discussion.

#### 1. Introduce yourself

- The first thing to do in any speech you write, is to introduce yourself.
- In fact, your introduction is an opportunity. An opportunity to show that you can adapt to introduce yourself to any audience.

Here's two examples of different audiences and how you could introduce yourself appropriately:

- You're giving a speech to your teachers/leads

Because you're talking to your teachers/leads, in this example, your introduction would need to be more formal.

For instance, **"Hello, and thank you for taking the time to listen. My name is Nurali Abliz, and I'm here today to talk to you about..."**

Notice how I in this example use my full name and is very polite to my audience.

- You're making a speech to your classmates/colleagues

In this example, your language can be more casual. Your classmates/colleagues already know who you are, so you could say; **"Hi everyone. Most of you know me already know me my name's Sarah. I'm the one who always sits at the back of the class."**

This speech writer is far less formal, but that's perfect for her audience. She is speaking to her equals, and she can connect with them far more effectively by using the language they would usually use with each other.

- Remember - your introduction is an opportunity. Be creative and introduce yourself to your audience with the tone you mean to go on with.

## 2. Make a great opening statement

- Now the audience know who you are, it's time to make them pay attention.
- You should always begin writing your speech in a way that is catchy. You want to craft an introduction that will captivate your target audience. A good opening statement is fairly brief but uses language techniques to make an immediate impact. To begin your speech, try using some of the following language techniques:

### A rhetorical question

Rhetorical questions are questions that you don't expect your audience to answer.

So why use them? Because they make your audience think. When you ask a question that your audience wants to know the answer to, they will pay attention. If you then provide an answer to your own question, your audience will be hooked.

#### Example:

"I'm here to talk to you about what ordinary people can do to fight against climate change. Why? Because we're running out of time to act."

### A surprising statement

- Surprise is a powerful tool in any speech. It makes your audience sit up and pay attention.
- Think of the most surprising opinion or fact you want to convey in your speech. Now, use it right at the beginning.

### A famous quote

- If you can remember one famous quote which is relevant to your speech topic, use it. It will demonstrate your creativity and flair.

#### Example:

"As a wiser woman than me once wrote: 'It is our choices, that show what we truly are, far more than our abilities.'"

### 3. Structure your speech

- To structure your speech and make it easy for your audience to understand your point, split it into three sections: Introduction, main body, and conclusion. In each section you're trying to achieve a different aim.
- In the **introduction**, your aim is to tell your audience who you are and what you're talking about. Then, you want to grab their attention.
- The **main body** of your speech is where you make your arguments. Divide this main body into 2-3 points, and separate each point into different paragraphs.
- At the end, comes the **conclusion**. A good conclusion takes everything you said and sums it up.

### 4. Begin every paragraph with a topic sentence

- Because you're dividing your speech into separate paragraphs, it's important to make it clear what each section is about. To do that, ensure that you have topic sentences for each paragraph.

**For example:**

"Jellyfish are the second thing I want to put into Room 101, and for good reason."

### 5. Use very good English

- If you're not confident, there are couple of tricks you can use to avoid making mistakes:
- Avoid long sentences. Write short sentences instead. By keeping things short, you limit the amount of complex punctuation you need to use. However, bear in mind that for the top marks, examiners are looking for a range of sentence structures and punctuation.
- Practice. It's a simple tip but it's the best one I can give you. Trying anything for the first time takes your attention away from your grammar and spelling, and that can lead to mistakes. Practice makes perfect, and it also makes you more confident.

## 6. Express your opinion

- Opinions are the element that make a speech interesting. Whatever you are writing a speech about, express yourself. Don't just write about your topic, write what you think about it.
- What if you don't have a strong opinion on the subject? Imagine you do and write from that perspective. What your listeners will care about is that you are expressing an opinion in a persuasive, engaging way.

## 7. Write from the 1st person and engage your audience

- When writing your speech, always ensure that you write using the 1st person. This means, use "I" as you write. By doing this, your audience will recognize that what you're saying is your opinion.
- You should also address your audience directly as if you were actually talking to them. Use "we" and "you" in your writing. For example: "I'm sure you'd all agree that...", or "As a community, we need to...".
- Using the 3rd person makes each of your audience members sit up and listen. It makes them think about how your topic and argument applies to them.

## 8. Use personal details and anecdotes

- Every good speech writer aims to make the audience relate to them. If your audience relates to you, they are far more likely to agree with what you're saying.
- One of the best ways to do that is to tell a short story about yourself or provide short personal details. You don't want to spend too much time talking about yourself and not about your argument, but small details will bring your speech to life.

### Here's some examples:

- In a speech about bullying, you might say: "Like it is for so many young people, bullying is a subject that is close to my heart. When I was at primary school, I was bullied and I now know how harmful it can be."

- For a speech about music, you could say: “Ever since the day I first heard Kanye West’s Runaway, I knew I’d be a lifelong fan.”
- If you were talking about sport, you might say: “I was never a good rugby player. But, football? My school’s muddy, overgrown football field is where I found my true calling.”

## 9. Use emotive language

- Emotive language is one of the most basic, but most effective tools a speech writer can use.
- In your speech, things shouldn’t simply be described just as “good” or “bad”. They should be “fantastic” or “horrible”, “pure” or “corrupted”, “exciting” or “disappointing”. Notice how these example words express more than just “good” or “bad”, they also add other flavors to your description.
- But, be careful not to over-use emotive language. If you go over the top it can reduce the effectiveness of all of your words. Use emotive words sparingly throughout your speech.

## 10. Use contrast

- Contrast is a powerful technique. It highlights your point because of the clash of imagery it creates in the audience’s mind.
- You can exploit this by using contrasting words and phrases in your sentences. For instance; “I love writing, but I hate writing essays”.
- You can also bring added flavour to your figurative language, by using contrasting imagery. For example, you could describe one person as a “fiery and passionate” and another as “cold-hearted”.

## 11. Use repetition

- Repetition is for emphasis. Repetition is memorable. Repetition is one of many persuasive techniques which will help you get a good grade.

- As I've just done, starting consecutive sentences with the same word is a very effective technique.
- Repetition can also be used for key phrases in your introduction and conclusion to bring your speech full circle. For instance, if you started your speech by saying "The pen is mightier than the sword", repeat that phrase in the conclusion to your speech.

## 12. Focus on the topic

- Think through the structure you are going to use and stick to it. That way, you'll stay on topic and your argument will be focused.

## 13. Use figurative language

- As with emotive language, this shouldn't be over-used. But, used sparingly, figurative language creates powerful images in your audience's mind. There are many types of figurative language, but these are the main ones you should focus on using in your speech:
- Simile - Describing something to be like something else. For instance, "She has eyes like a hawk", "He's thin as a twig", or "They're fighting like cats and dogs".
- Metaphor - Describing something by using a word that isn't literally relevant. For example, "It's raining men", "I'm feeling blue", or "The weather was bitterly cold".
- Imagery - Using words to make you imagine how they would affect your senses. For example, "A sweet apple", "A sharp pin", or "The lion roared".