



## Speech Preparation

With a grasp on the fundamental issues before you, it is now time to think about how you will present your policy in speech. Although some may be great impromptu speakers, the majority of people need a certain degree of preparation before they can address a group publicly. Indeed, most good speeches are not spontaneous. The process of writing a well thought-out and captivating speech begins with the organization of research, and an understanding of structure and form.

### **Fact Sheet**

First, you must assemble all the information you want to convey. This does not mean you should put in all the information you have at your command. Put in what is not only important to the argument you are presenting, but also what is interesting. Your entire speech should move toward making a point that listeners can look forward to and fasten on to. However, making your argument interesting will never hurt. It is usually a good idea to start with a fact sheet.

Once you have your research in order you can begin to work on the speeches themselves.

### **Speech Structure**

All good speeches have a clear and argumentative structure. In general, most speeches should include the following aspects:

#### 1. The Hook

Start with something interesting to capture the listener. Maybe this is an anecdote, maybe a particularly alarming statistic, or maybe a fictional story that demonstrates your point. It just has to be something that immediately warrants attention and, ideally, a certain amount of respect and urgency from everyone in the room.

#### 2. The Facts

Next, integrate the necessary background material and research you think are important. This should basically be the act of verbally gathering evidence for your case--the final point that you will make in the closing of your speech. Don't give a laundry list of statistics or dry facts. You will need to find the balance between giving a report and telling an interesting story with your speech.

#### 3. The Conclusion

A good speech leads the audience from an interesting example, through the accumulated evidence, and arrives finally at a strong point pertaining to your country's policy or plan for action.

At the end of your speech, your audience should remember you and the main point of what you said.

Even if you have to repeat the thesis of your speech at the end, make sure that your stance on the issues at hand is obvious.



### ***Speech Writing Methods***

With an understanding of the general structure of a speech, we can now examine the different methods of writing a speech. Some people write out speeches in their entirety, some use only notes, while others formulate the speech in their heads and don't bother writing anything down. It depends on your speaking style. There are benefits and drawbacks to any approach.

A fully written speech can often be clearer and guarantees information will not be left out. But, merely reading your speech might be mundane, uninteresting, and demonstrate a lack of intrinsic understanding of the topic. Using just notes allows you to seem more confident and better in control of the information. But it leaves room for error in delivery. Using no notes signifies ultimate confidence and control, but is dangerous as information can easily be forgotten or left out. Using no notes also risks tripping up in the middle of a speech and turning a great presentation into an awkward experience for all.

### ***Visual Aids***

If there is a graph, map, or other visual aid that will help get the point of your speech across more effectively, by all means, feel free use it. Don't, however, use a visual aid for its own sake. Visual aids should compliment and complete a speech; they should not simply be tacked on for no apparent reason.