

# Speech Writing

Comprehension  
Question A (analysis)

Comprehension  
Question B

Composition

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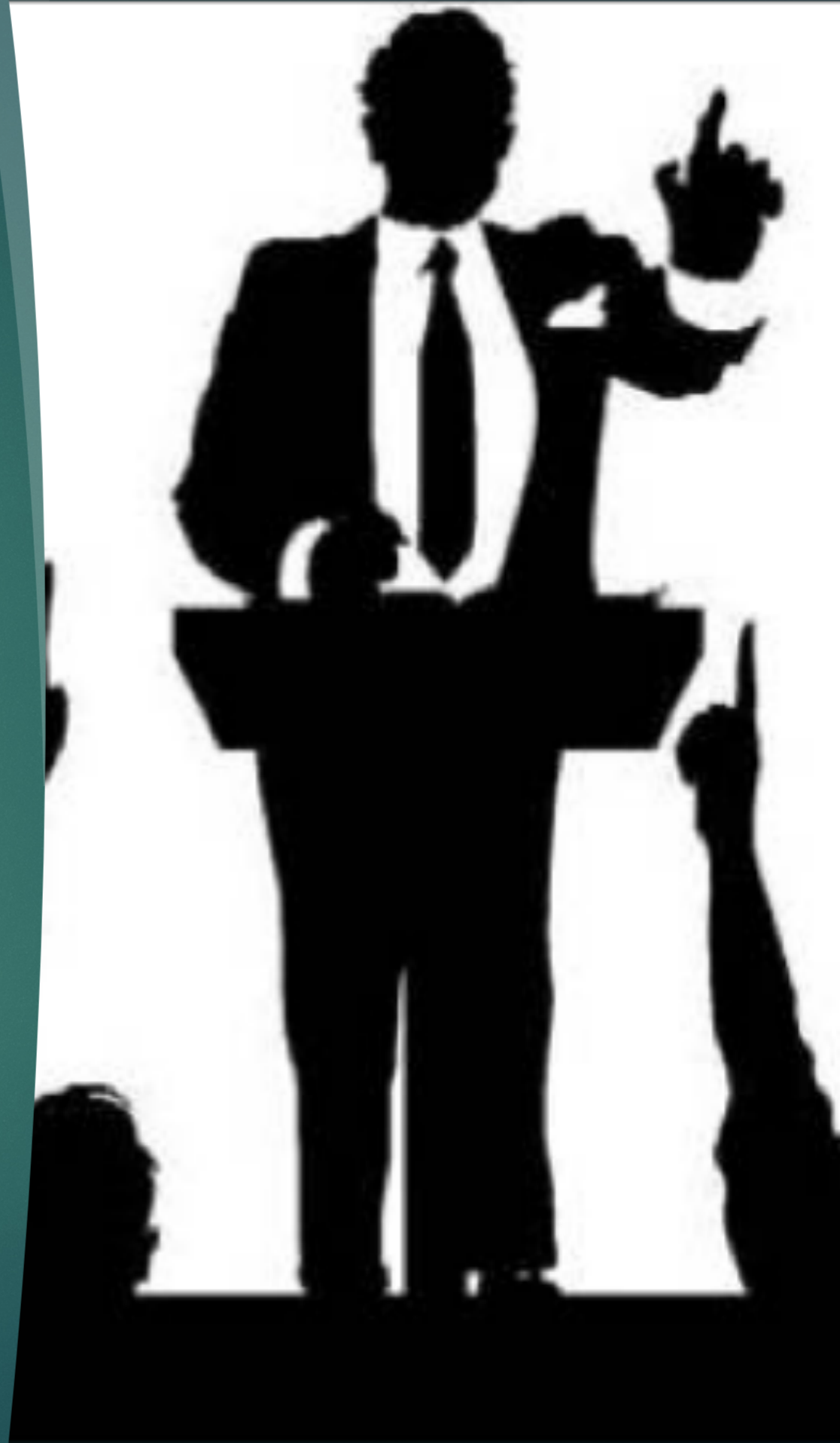


# One Chance Only...

- ▶ Your audience has only one opportunity to take in what you are saying and react to it.
- ▶ Speeches must be well-organised and easily-understood
- ▶ Be aware of the type of listeners for whom you are writing

# Audience

- ▶ Age? Interests? Gender?
- ▶ Are they already informed about the subject?
- ▶ What level of detail will be appropriate for them?
- ▶ What tone will be most effective in conveying your message?
- ▶ What might offend or alienate them?



# DON'T FORGET...



There is a difference between a speech and an article, although you may be expressing similar ideas in both.



Show **AUDIENCE AWARENESS** throughout your speech. It's not enough to do it at the beginning and once again at the end.

# Purpose

- ▶ What do you want the audience to learn or to do?
- ▶ If you are making an argument, why do you want them to agree with you?
- ▶ If they already agree with you, why are you giving the speech?
- ▶ How can your audience benefit from what you have to say?



# The Hook

- ▶ How can you appeal to them and get them to relate to you?
- ▶ Anecdotes
- ▶ Shocking statistics
- ▶ Direct questions
- ▶ Audience participation






Quotation

Humour

Expert opinion

Testimony or success story



Audiences make value judgments about you, your organization, and your message in the first 30-60 seconds of your presentation.



# Steve Jobs, 2005 Commencement Address at Stanford University

- ▶ "Truth be told, I never graduated from college, and this is the closest I've ever gotten to a college graduation. Today, I want to tell you three stories from my life. That's it, no big deal—just three stories. The first story is about connecting the dots. I dropped out of Reed College after the first six months, but then stayed around as a drop-in for another eighteen months or so before I really quit. So, why'd I drop out? It started before I was born."  
— *Story, with a seamless transition into his speech.*

- ▶ Jane Fonda in "Life's Third Act," a recent TED talk:
- ▶ "There have been many revolutions over the last century, but perhaps none as significant as the longevity revolution. We are living on average today 34 years longer than our great-grandparents did. Think about that: that's an entire second adult lifetime that's been added to our lifespan."
- ▶ — *Statistic*

# Easy to Comprehend



Repeat crucial words




Keep reminding your audience of points you've already made



Use previews and summaries





'I'm here today to talk to you about three issues that threaten our educational system: First, ... Second, ... Third, ...'



'I've talked to you today about...'



These verbal cues help the audience to put together the pieces of your speech without thinking too hard, so they can spend more time focusing on the content.

# Use strong links between points

This helps listeners to relate what you are saying now to what they've heard so far.



If you have given a counterargument so that you can demolish it: 'But this argument makes no sense when you consider that...'

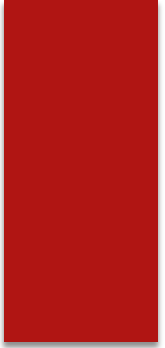


Another fact that supports my main point is...

# Use short, simple sentence structures

- ▶ You want the audience to instantly comprehend and remember what you say.
- ▶ Avoid too many subordinate clauses





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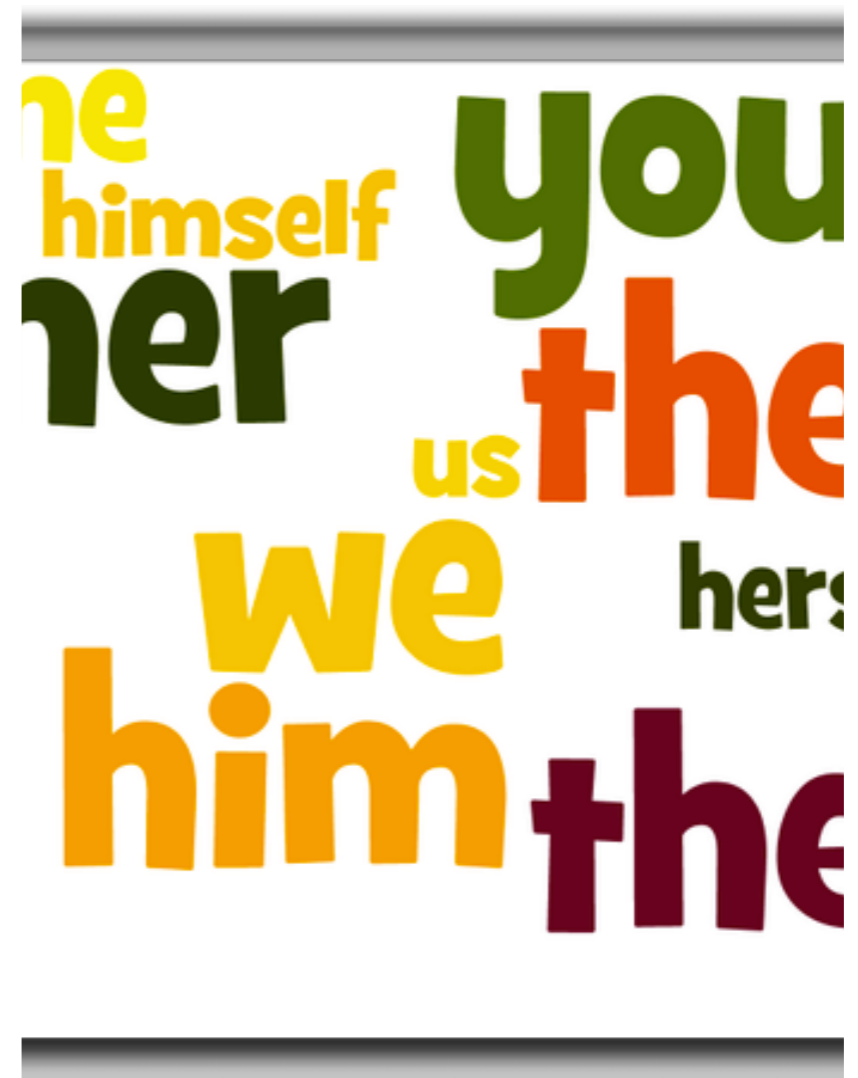
The product, which was invented in 1976 by Francis Weston in Durham, England, and was available for sale only a year later, still sells well today.

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Francis Weston invented the product in 1976 and introduced it into shops shortly afterwards. It still sells well.

# Limit pronouns

The Irish government has failed to protect us from the scourge of so-called reality television, which exploits sex, violence and petty conflict and calls it human nature. It cannot continue.







## Better version

The Irish government has failed to protect us from the scourge of so-called reality television, which exploits sex, violence, and petty conflict and calls it human nature. **This failure** cannot continue.

# Conclusion

Restate your main points, but don't repeat them: 'I asked earlier why we should care about hospital charges. Now I hope it's clear that...'



# Call to action



- ▶ Show the audience how they can realistically effect a change.
- ▶ You may ask them to vote a certain way, to boycott a company etc.

# Checklist



- ▶ Which pieces of information are clearest?
- ▶ Where did I connect with the audience?
- ▶ Where might listeners lose the thread of my argument or description?
- ▶ Where might listeners become bored?
- ▶ Where might I have been unclear?
- ▶ What rhetorical devices did I use?