HOW TO WRITE A SPEECH

"Half the world is composed of people who have something to say and can't and the other half who have nothing to say and keep on saying it"

-Robert Frost

Before writing your speech you should have a **clear purpose** and **target audience** in mind. Remember also to adjust the **level of formality** to your audience.

PARAGRAPH 1 – Introduction

You should:

- Get the attention of your audience
  - In order to get the attention of the audience you can raise a thought-provoking question, make an interesting or controversial statement, recite a relevant quotation or even recite a joke.
- Introduce your topic
- State your purpose
  - The purpose for your speech can be to **persuade, argue, advise, inform, explain, describe, analyse, review** or **comment.**

PARAGRAPH 2 – Body

You must formulate a series of points that you would like to raise:

- They should be organized so that related points follow one another, i.e. each point should build upon the previous one.
- You need to provide supporting evidence for each of your points or arguments.
  - In persuasive speeches mainly consider the use of **Rhetorical devices** to support your ideas:
    - **Repetition**
    - **Alliteration**
    - **Metaphor and simile**
    - **Rhetorical questions**
    - **Emotional appeal**
    - **First person plural (we, us)**
    - **Personal involvement**
    - **Direct address, when you speak to the audience directly**
    - **Quotes**
    - **Facts and statistics**

PARAGRAPH 3 – Conclusion

General comments that **summarize the main points** of your speech. You may also:

- Provide further comments for thought for your listeners.
- Leave your audience with positive memories of your speech.
- Choose a final thought to close your speech in an effective way.