



O'level
Foundation
Week 11

The Write Tribe

SITUATIONAL WRITING: SPEECH



Format of a SPEECH

What is the speech about?

Title of speech

Greet your audience

Good afternoon Principal, teachers and friends. I am Anna Lee from class 4E4 and I'm grateful for this opportunity to share my suggestions on our school's Community Improvement Project.

Use contractions and conversational tone in speech

Main body

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.

Conclusion

At the end, comes the conclusion. A good conclusion takes everything you said and sums it up.

Thank you!

Thank your audience at the end of the speech.

Elements of a speech

1. Introduce yourself

The nature of your introduction would be heavily dependent on who your audience is.

Speech to your teachers

Because you're talking to your teachers, 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 Lawrence Smart, and I'm here today to talk to you about..."

Notice how the speech writer in this example uses their full name and is very polite to his audience.

Speech to your classmates

In this example, your language can be more casual. Your classmates already know who you are, so you could say;

"Hi everyone. Most of you know me already know me - my name's Shanice. 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.



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, you can use 3 language techniques.

Rhetorical question, a surprising statement or a famous quote

- Rhetorical question

A question asked in order to create a dramatic effect or to make a point rather than to get an answer

Example:

*Why do you think teachers play an important role in shaping a child's future?
Where would we be without teachers?*

Do you want to pass your examinations without studying?

Have you ever been bullied before?

Have you ever been in the shoes of someone who had been bullied before?

What have we as a school done to curb bullying?

"The amount of plastic in the ocean is rising at a considerable rate. How much damage will it take for you to help reduce this?"



A surprising statement

Use a surprising statement to capture the attention of your audience. You could share a statistic.

Example:

1 out of 4 teens are bullied.

53% of kids admit having said something mean or hurtful to another person online. More than 1 in 3 have done it more than once.

There is a bully sitting among us.

There is a victim of bullying sitting among us.

A famous quote

Use a famous quote to inspire your audience. It also creates a great framework for your speech.

Example:

The future belongs to those who believe in the beauty of their dreams. - Eleanor Roosevelt

It is during our darkest moments that we must focus to see the light. -Aristotle

"Problems are not stop signs, they are guidelines." -Robert H. Schuller



Other elements of a speech

Structure

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.

Begin every paragraph with a topic sentence

- Remember the **main body** of your speech where it needs to be divided into 2-3 points? Start each paragraph with a topic sentence. Why? It gives a framework and a guideline to your audience on what exactly you will be covering.

Remember:

T. E. A. L

Topic sentence

Elaboration

An example

Link back

Express your opinion



The most common mistake students make when writing a speech is that they don't express an 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. The examiner won't care about your opinion, or whether they agree with it. What they will care about is that you are expressing an opinion in a persuasive, engaging way.

Example:

I strongly believe if we don't nip the problem of bullying in the bud, these very students would grow up to become bullies of society. They could become criminals. Spare the rod, spoil the child. I firmly believe stronger punishments meted out would certainly deter delinquents from erring again!

Write from 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 recognise 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.

Use personal anecdotes and details



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."

Use figurative 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

