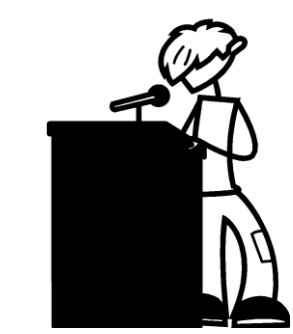


SPEECH WRITING

Planning and Writing a Speech



Step 1: Ask yourself these questions

1) What is the purpose of the speech?

- To give information
- To entertain the audience
- To argue the case for or against something

2) Who is my audience?

- Is the audience a specialised one?
- Will they know the details I am going to say and hold strong opinions on the topic?
- Is the audience male, female or mixed?
- What is the average age of the people in the audience?
- Does this matter for the topic of my talk?

Step 2: Structure your speech

1) Your speech should have

- An introductory statement
- A series of arguments
- A conclusion

Writing an Introduction

1. Begin with an interesting anecdote connected to the point of your essay/speech.

I had a wonderful childhood. I was doted upon by my parents and grandparents. When I stepped into secondary school, gradually, in a very imperceptible way, I realised that I had left my childhood behind. (the opening of an essay on 'The pains and joys of growing up')

2. Start with a provoking idea or startling statistics

By the time you finished reading the first paragraph of this essay, that is, the introduction – at least 200 people would have died of starvation. Every year over 4 million will die of hunger. (the opening of an essay on 'The biggest problem the world is facing today')

3. Use an interesting quotation or meaningful proverb.

Before one seeks vengeance, one would do well to heed the old Chinese proverb, 'Before you set off on revenge, dig two graves.' (the opening of an essay titled 'Do you agree with the statement that revenge is sweet?')

4. Ask an interesting question or two, the answers of which will be the whole point of your speech/essay.

How would you feel if you were taken against your will and caged up all day long for all to see? How would you feel if your freedom were removed from your existence, and when once you roamed the lands freely, you are now hemmed in by steel bars, with only a small square of sky above you? (the opening of an essay on 'Zoos ought to be abolished.' Do you agree?')

5. Make an appealing connection between current news and your topic.

Recent news of Lance Armstrong's confession of doping to Oprah on her talk show has stirred the sports world yet again. Armstrong is only one of the many sports casualties who have fallen to the clutches of steroids and drugs to win at all costs. (the opening of an essay on 'Has sports lost its value and meaning?')

6. Define key terms.

'Emancipation' means 'freedom' or 'liberation' and implies a release from old thinking and bonds to do as one wishes. There is no doubt that women today are more emancipated, that is, have much more freedom than in the last century. (the opening of an essay on 'What changes has the emancipation of women brought about?')

7. Set up a 'puzzle' of details before revealing the topic.

I bet you have it. Ten out of ten of your classmates have it. I bet again. From the humble ice cream man to the all-important Chief Executive Officer of a mega-corporation, everybody seems to exude happiness at owning one. The 'one' I am talking about is the ubiquitous mobile phone. (the opening of an essay on 'The mobile phone – is it a boon or bane?')

Writing a conclusion

End With a Bang!

After you've laid out your ideas and arguments, it's a good idea to end your speech with a rousing conclusion. Leave people feeling excited and that's what they'll remember about you. For instance:

"Together we can make this nation truly great. And together we can build a better world for ourselves!"

Transition

- Think of a sentence that will make it clear to the audience that you have finished the body and are now coming to the end of the speech.

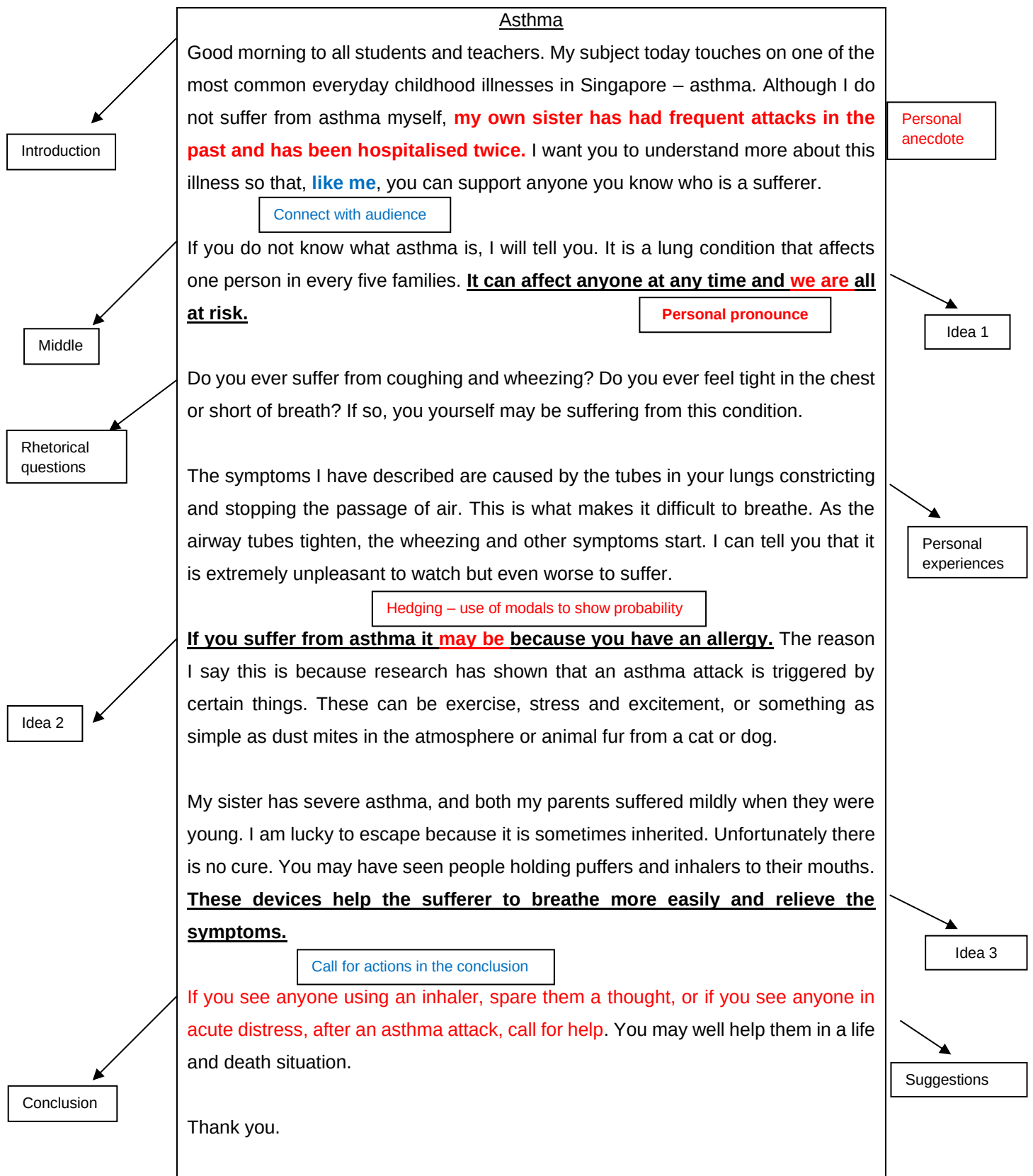
Restatement of main points

- Summarise your main ideas and think of which piece of information you really want the audience to remember.

Close

- Thank your audience for listening.
 - Think of a final sentence to help the audience remember your speech.
-

A Sample Speech



Sample speech 2

Structure	Speech	Features / techniques
Greeting and purpose	Good morning Mr Lim and fellow classmates. As the ambassador for Fitness for Life programme in our class, I'm honoured to be sharing with you the upcoming campaign aimed at improving our physical fitness.	
	It's a known fact that the average secondary school student today is much less fit than he or she would have been 50 years ago. According to the results of a new World Health Organization (WHO) survey, about 76 per cent of Singapore adolescents aged between 11 and 17 years old do not get at least one hour of moderate-to-vigorous activity every day. Shocking, isn't it? Most of us come to school by public transport, we sit at a desk all day , we go home again by public transport and spend the evening lazing in front of the TV or staring at the computer . Don't you agree that such inactivity is not good for us? We can do much more to keep ourselves healthy, <u>can't we?</u>	Use of stats to make speech more reliable Quote name of organisation to make it sound credible Confirmation of the shocking stats Rule of 3 Use of personal pronouns – 'we' <u>Tag question engage the listener or to verify that something has been understood.</u>
	'But we don't have time to keep fit.' 'But exercise is so boring.' I hear some of you complain. Well, with the new campaign being launched in school today, your views will be a thing of the past. <u>We aim to make keeping fit part of your daily school routine and we aim to make sure you have fun as well.</u>	Acknowledge the problems before coming up with the solutions 'we aim' – parallelism
Details of the campaign	For the next month, there will be some changes to the school day. They are:	
Transition words	First, the first 2 periods will each be 5 minutes shorter. Thanks be to our beloved teachers! This is so that the whole school can participate in a 10-minute aerobic exercise session.	Showing appreciation for the help
Transition words	Second, our PE teachers will be holding 'try something different' sessions during lunch break. All types of activities from street dancing to yoga will be on offer. Not only that , some famous sports personalities might just be dropping in to see how you're doing.	'famous sports personalities' - Including some form of incentives
Parallelism + Rule of three	Last but not least, we aim to encourage all of us to form ourselves into groups and to walk to and from school together. You'll be safe, you'll save money and you'll keep fit at the same time. <u>How's that for an incentive?</u>	<u>Buying in the audience to persuade them</u>

'this campaign aims...' reiterates the purpose of the speech	As what Nelson Mandela once said 'Exercise is the key not only to physical health, but also to one's peace of mind.' Lack of fitness among teenagers is a serious consequence of our modern lifestyle. This campaign aims to give us a kick-start towards a healthier way of living. I guarantee you that you'll <u>feel better, work better and look better</u>. What have you got to lose?	Inspirational quotes show knowledge of subject matter and to motivate 'I guarantee you..' – project confidence in order to sound more convincing <u>Rule of 3 (you'll feel better, work better and look better'</u> <i>Question to trigger thinking and reflect on the message and respond to the call for action</i>

SITUATIONAL WRITING PLANNING TEMPLATE

Step 1: Analyse the Task

Purpose	
Audience	
Context	
Tone	
Role	
Format	

Step 2: Plan your Writing

Paragraph	Content/Tasks	Essay Plan [P-E-E-L]
<u>Para</u>		
<u>Para</u>		

<u>Para</u>		
<u>Para</u>		
<u>Para</u>		
<u>Para</u>		
<u>Para</u>		