

Situational Writing — SPEECH Format Notes

WHEN YOU GET A SPEECH TASK

[Scenario clues] → "You have been asked to give a speech at..." / "deliver a talk to..." / "As [role], prepare a speech for..." Common contexts: school assembly, CCA event, class talk, farewell/welcome speech, proposal to a panel (e.g. persuading teachers/students to support an event)

[Same rules as other Section A tasks apply]

- Still 3 bullet points to hit
 - Still needs a visual text stimulus extraction
 - Content (8) + Language & Organisation (7) — same marking split
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FORMAT

[No "Dear ____" or "Subject:" — a speech is SPOKEN, not written correspondence]

Greeting/Salutation line

e.g. "Good morning, Principal, teachers, and fellow students,"
(order = most senior person first)

¶1 [Opening]

- State WHY you're speaking / what the speech is about
- Hook: rhetorical question, surprising fact, anecdote, or direct address

¶2-3 [Body — address bullet points]

- One bullet point's content per paragraph is safest
- Use spoken/persuasive techniques (see below)

¶Last [Closing]

- Summarise / call to action
- Thank the audience

[No sign-off like "Yours sincerely" — end with a closing line instead, e.g. "Thank you." or "I look forward to your support."]

REGISTER FOR SPEECH

- Almost always **formal** (addressing school, panel, assembly) — check WHO the audience is
 - BUT speeches are conversational-formal — meant to be *spoken aloud*, so:
 - Direct address to audience: "you", "we", "all of us"
 - Can use short, punchy sentences for emphasis
 - Rhetorical questions are welcome (rare in emails/letters)
 - Still NO slang, NO contractions in a strictly formal speech
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TECHNIQUES THAT EARN MARKS IN A SPEECH (Language & Organisation)

Technique	Example use
Direct address	"Have you ever wondered...", "I'm sure many of you..."
Rhetorical question	"Why does this matter to us?"
Rule of three	"more engaging, more memorable, more meaningful"
Inclusive pronouns	"our school", "we can", "together"
Signposting	"Firstly... Moreover... In conclusion..." — helps an audience follow a SPOKEN text
Call to action	Directly tell the audience what to do next

[Why signposting matters more here] — a listener can't re-read a paragraph the way a reader can, so clear verbal signposts (firstly/next/finally) matter more in speech than in an email.

OPENING LINE OPTIONS (pick what fits the scenario)

- Rhetorical question: "Have you ever felt like your voice doesn't matter?"

- Anecdote/scenario: "Imagine walking into school and finding..."
 - Bold statement: "Every one of us has the power to change this."
 - Direct greeting + purpose: "Good morning everyone. I stand here today to talk about..."
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CLOSING LINE OPTIONS

- Call to action: "So let's take the first step — together."
 - Circle back to opening hook
 - Simple thanks: "Thank you for listening."
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COMMON MISTAKES SPECIFIC TO SPEECH FORMAT

- [] Writing it like an email (adding "Dear..." or "Yours sincerely")
- [] Forgetting the greeting/salutation line at the start
- [] No signposting — audience (examiner) can't follow your structure
- [] Sounding too casual (forgetting it's still formal) OR too stiff (forgetting it's meant to be spoken)
- [] Not addressing the audience directly (missing "you"/"we")
- [] Weak/abrupt ending with no closing line