

A speech



A **speech** must be engaging, clear, concise and most importantly, catered to the audience's interests.

Therefore the first step is to **Choose a Topic** after Learning who the audience will be.

Once that is done, you must **Write a statement of purpose** for the speech. Next, do the required **research** so that your speech is accurate and extensive.

After this you need to start **writing** your speech. But first, you must create an **outline**. The outline must have an **Introduction, Body of Speech** and **Ending**. Under each of those headings, place notes from the research, anecdotes, quotes etc.

Once you decide this, you must also decide how to **Start** and **End** your speech.

To begin, you may *Tell a Story, Use Humour, Use a snappy quote*, or you may start by getting your readers' attention by *Reading some startling statistics* or by *Asking thought-provoking questions*. The end must be dramatic, conclusive and must leave a lasting impression on the listener's mind. You may use the same strategies that you used for the beginning.

Now you must start writing the Body of the Speech. Make sure that the different points flow into each other and that you've not digressed from your statement of purpose. Go back and read what you've written. Make any adjustments that you think are needed. Put yourself in the audience's shoes and try to listen and see if your speech makes sense.

Do's and Don't's

- Use simple, direct words
- Know exactly what you want to say
- Cut words wherever possible, be brief
- Use everyday English, not jargon
- Vary the length of your sentences
- Use active verbs

- Don't use passive tense
- Don't use modifiers

Example: You are a young painter who is thanking an art gallery for displaying your first exhibition.

1. Organise!

* The opening: *Ladies and gentlemen, it is a pleasure to welcome you to...*

* The body of the speech: This could include facts about when/ how/ why you started painting, your feelings about it and your plans for the future

* The closing: This could include your thanks and your good wishes.

I'd like to thank the gallery for giving me this wonderful opportunity. It has been a pleasure working with them.... Of course, I'd like to thank all of you for coming and making this opening such a success.

2. The following words and expressions are often used in speeches:

As you all know... I'd like to take this opportunity to ...

It is an honour to... I have been asked to ...

You/we have all ... I would like to thank/express my thanks ...

I'd like to wish you all ... On behalf of.../ in the name of ...

Remember: The kind of language you use depends on the occasion and the audience. If it is a formal occasion, you will use formal language like that in the example. If it is an informal gathering, your language can be less formal and more everyday.