**HOW TO WRITE A GOOD SPEECH**

1. Have an inspiring **OPENING** and **ENDING.** Eg The shock of the …

**RHETORIC** was the art of using eloquence (grand, effective speech) for persuasive effect in public speaking.

It was taught in medieval universities and included techniques such as elaborate figures of speech (eg simile, metaphor), memorisation and delivery (how it was said). The **Romantics** said it was insincere and far too grand. Today we use it to describe writing that **PERSUADES** the reader.

1. Appropriate (suitable) **TONE** of **VOICE.** Eg sincere for a serious issue, humour for comedy etc
2. Adapt speech for **PURPOSE** and **AUDIENCE.** Eg teenagers, mixed audience, elderly, children etc
3. Organise **IDEAS** logically and do not confuse the audience.
4. Use **EMOTIVE** language to **CONVINCE** your audience that what you are saying should be listened to. Eg Even if they put us in chains, torture us and leave us to bleed we will not move. Blood will be our victory!
5. Use **RHETORICAL QUESTIONS** – asking a question for persuasive effect without expecting a reply (because the answer is obvious) Eg: Was he not a good man? (knowing that the audience agree anyway)
6. Make sure you are writing in the **CORRECT PERSON**   
   Eg I believe that … I knew him well …
7. Use interesting facts and figures Eg 200 000 people … with diagrams or charts to help your audience visualize it.

# PLANNING

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| 1. **OPENING** |  |
| 1. **PURPOSE** |  |
| 1. **AUDIENCE** |  |
| 1. **LANGUAGE – some good describing words (adverbs and adjectives), emotive words, imagery etc** |  |
| 1. **ENDING** |  |