

etLV: ORAL expression

guideLine to Writing A persuasive speech by Miss conrard

Writing a speech is very similar to writing an essay or any type of writing.

You have to share information, ideas or thoughts.

But the one difference is that your words are being HEARD, NOT READ.

Your audience is a LISTENER, NOT A READER so you have only ONE CHANCE to get your message across.

YOUR MISSION: Make a speech to stand up for your cause.

Option 1: Record yourself in a video.

Option 2: Present your speech in class in front of your classmates.

Length: 2 to 3 minute-long speech (around 250 to 350 words)



COMPULSORY ELEMENTS TO INCLUDE IN YOUR SPEECH:

1. Use one or several repetitions.
2. Use rhetorical questions like: “Are you kidding me?” / “Do pigs fly?”
3. Use exclamations like: How dare you! / How dreadful/exciting!
4. Find a story or an anecdote to tell.
5. Use statistics and/or figures.
6. Use a quote (an existing one or not) or a slogan.

TIPS:

- To be convincing, mind your **intonation**, make a **pause** when necessary, use **EMOTIONS** to **GRAB your audience’s ATTENTION, TO ENGAGE them, DAZZLE them AND CONVINCe them!**

- Insert **linking words** when necessary.

grading criteria

1. Qualité de l’expression orale (audibilité, élocution, implication, aisance, dynamisme). **15%**
2. Maîtrise de la correction orale et de la phonologie (intonation, accentuation...). **25%**
3. Correction grammaticale, cohérence et cohésion du discours. **25%**
4. Richesse de l’intervention, argumentation, pertinence du contenu (répétitions de phrases clés, questions rhétoriques et exclamations, anecdote ou histoire vraie, statistiques et/ou chiffres, citation ou slogan). **35%**

step by step method

step 1: choose a cause to defend.

- examples:
- bullying, discriminations (racial, gender, sexual...)
 - child hunger, child labour, child abuse, children's rights
 - human rights
 - environmental challenges
 - animal cruelty
 - feminism...

step 2: brainstorm ideas

- First, write down what you already know about your cause.
- Search for new information on the internet to get more knowledge about your cause:
 - find real examples, testimonies, anecdotes...
 - look for figures, statistics...
- Try to find a slogan and/or a quote that could be relevant in your speech.
- Bounce your ideas off with a parent, a friend, a teacher... and let your mind wander around your cause because you might come up with other ideas.

step 3: start writing your speech

You need to have:

- an introduction** (in which you introduce your cause)

- TIPS :
- Start with something that grabs their attention, like a hook when you are fishing.
 - Ask the audience a question (ex: Have you ever seen a child starving?)
 - Start with an anecdote, a real story...

- a body** (you will give clear examples, facts, figures...)

- TIPS:
- Give some statistics that might be shocking to support your speech!
 - Tell your audience why the cause you are defending is crucial.
 - Include your claims!
 - Bring solutions: what can WE DO together, to make a difference?

- a conclusion** (your conclusion doesn't need to be long but needs to be effective).

- TIPS :
- Just try to make a "bang" at the end so the audience is left thinking about what you've said and will remember your speech.
 - Aim at giving a memorable conclusion.

Last but not least!

Don't forget to put yourself in the audience's shoes and think about what would capture YOUR attention and keep YOU interested. You have to be CONVINCING!