

guideLine to writing A persuasive speech by Miss conrad

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

You have to share information or 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.

GRAB THEIR ATTENTION, ENGAGE THEM, DAZZLE THEM AND CONVINCe THEM!

Time: 2 to 3 minutes speech

Length: around 230 to 400 words

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: the goal and the audience

What is the goal of your speech? What response do you want from your audience?

- Convince them to take action, to join your cause?
- Raise awareness about your cause from a different perspective?
- Learn something?

step 3: brainstorm ideas

- First, write down what you already know (include personal anecdotes if necessary).
- Then, search for new information to get more knowledge about your cause:
 - find relevant current issues, real examples, testimonies...
 - look for quotes that you could refer to.
 - look for figures, statistics...
- Write down key questions.
- 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 4: planning your notes

Select the most relevant ideas from your brainstorming.

Choose the main themes or points.

People usually remember a few ideas from a speech, so aim to only 2 or 3 main points.

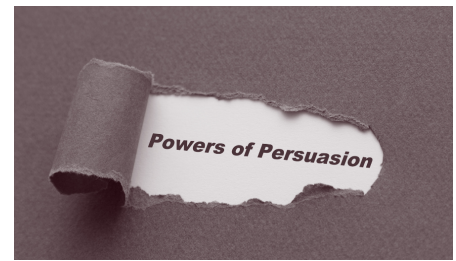
- Points that relate to them
- Refer to stories or images.
- Stir your audience by using rhetorical questions: "Are you kidding me?".
"Do pigs fly?"

Put yourself in the audience's shoes and think about what would capture your attention and keep you interested.

step 5: start writing your draft speech

You need to have:

- an introduction
- a body
- a conclusion



the introduction

It should be brief but have 2 parts, either integrated or combined.

First part:

Start with something that grabs their attention, like a hook when you are fishing.

Examples:

- share something on a personal level that the audience can relate to.
- start with an anecdote, such as a story or an incident.
- Ask the audience a question.

Second part:

A background can provide the context and details.

Give some statistics that might be shocking.

Tell your audience briefly what you will be speaking about.

Let them know what to expect in your speech.

Tell them why your cause is important.

This will help them focus on what you are saying. The audience is not reading your speech, so they can't go back and re-read the points. They need to get your main message immediately and clearly.

the body

This is when you explain your main points or themes. Remember to have only a few such as 3. The points need to be logical and be related to the purpose and message of the speech.

Here is the place where you include all your claims, reasons and support evidence that help make your points effectively.

Your points could be wrapped together or have a transition link...

"I mentioned before that...", "I spoke earlier about..."

the conclusion

Aim at giving a memorable conclusion. Your conclusion doesn't need to be long.

To be effective, your conclusion should restate your cause and if you are advocating a particular solution to a problem or a decision to be made, you should close by asking your audience to adopt your point of view.

Just try to make a "bang" at the end so the audience is left thinking about what you've said and will remember about your speech.

step 6: writing the final speech

After you've written your draft, read it through aloud!

It's a good idea to test it on a friend, a parent, a teacher or record yourself delivering it!

Then ask yourself the following questions:

1. Where might the audience lose interest?
2. What parts of the speech are the clearest, the longest?
3. Where might the audience not understand what I'm saying?
4. Are my sentences too long?
5. Did I stay in my limit time?

Make some changes if necessary...