

Speech Writing



Introduction and Conclusion

Develop your Purpose



- ❧ Determine your REASON for speaking:
 - ❧ General purposes: inform, persuade, entertain
 - ❧ Specific purpose: Complete sentence that begins with “After listening to my speech, my audience will....”

If you don't know your purpose, DON'T start writing your speech yet!

Writing a Specific Purpose Statement

To Inform

- ❧ When writing your specific purpose statement for an Informative Speech, use descriptive verbs.
- ❧ For example, "After listening to my speech, my audience will..."
 - ❧ Know more about.."
 - ❧ Understand the differences..."
 - ❧ Recognize the benefits..."

To Persuade

- ❧ When writing your specific purpose statement for an Persuasive Speech, use action verbs.
- ❧ For example, "After listening to my speech, my audience will..."
 - ❧ Believe that ___ is wrong."
 - ❧ Agree to ___."
 - ❧ Change their minds about ___"
 - ❧ Go ___"

Writing the Speech:

Three basic elements



❧ Introduction

❧ Body

❧ Conclusion

Introduction



œ Four basic functions:

œ Get audience attention

œ Refer to the audience, occasion, something familiar

œ Cite a startling fact or opinion

œ Ask a yes/no, raise-your-hand, or rhetorical question

œ Tell a brief story

œ Use a quote

œ Tell a relevant joke

Introduction



- ❧ Four basic functions:
 - ❧ Get audience attention
 - ❧ State your thesis or proposition
- ❧ Your thesis is one sentence that tells your audience what the entire speech is about.
- ❧ It is NOT an English paper thesis. Be direct.
- ❧ A proposition is used in a persuasive speech. It states your POSITION on the topic, as well as what you hope to accomplish with the speech.

Introduction



- ❧ Four basic functions:
 - ❧ Get audience attention
 - ❧ State your thesis or proposition
 - ❧ Establish your credibility
- ❧ Why are you an authority on the topic?
- ❧ Why did you choose this topic?
- ❧ State if you have experience with the topic or if you have done research.

Introduction



- ❧ Four basic functions:
 - ❧ Get audience attention
 - ❧ State your thesis or proposition
 - ❧ Establish your credibility
 - ❧ Preview your main points
- ❧ Directly state or list the 3-5 main points BRIEFLY that you plan to make.
- ❧ This should be a clear list.
- ❧ It should correspond exactly with your main points.

Example:



- ❧ General Purpose: To Inform
- ❧ Specific Purpose: By the end of my speech, my audience will know how to manage their school, work, and personal time effectively. (NOTE: I wouldn't SAY either the general or specific purpose, I would just start my speech at my attention getter.)
- ❧ Attention getter: How many people in here have a hard time balancing school work, working, family, and personal time?
- ❧ Thesis: For many of you in here, time management can be a major struggle, but it doesn't have to be.
- ❧ Credibility: I've been effectively using time management strategies for years now, and it has made my life much easier to balance.
- ❧ Preview: First, I'll discuss how to manage your school time, then work time, and lastly family and personal time.

Conclusion



- ❧ Transition over completely to conclusion
 - ❧ “So as you can see...” or “To conclude...”
- ❧ Then SUMMARIZE THE POINTS AGAIN.
 - ❧ “First I told you about (point 1), then I discussed (point 2) and lastly, I explained (point 3).”
- ❧ In persuasive speaking only, Call to Action is here
 - ❧ Call to Action is your last chance to motivate your audience to believe/do what you spoke to them about.
- ❧ End with a memorable thought