

Mastering the Art of Speech Writing

Learning objective: To understand the key features and techniques used to write a persuasive and engaging speech for an audience.

Read the front of each flashcard to test your knowledge of speech writing. Flip the card to reveal the definition or tip. Use these terms to help you draft your own speech about a topic you are passionate about!

What is 'Direct Address' in a speech?

Using pronouns like 'you' or 'we' to speak directly to the audience, making them feel involved and personally included.

What is a 'Rhetorical Question'?

A question asked for effect that does not require an answer, used to make the audience think about a point.

What is the 'Rule of Three'?

A technique where three words, phrases, or ideas are used together to make a point more memorable and persuasive.

What is 'Emotive Language'?

Carefully chosen words used to create an emotional reaction in the audience, such as 'heartbreaking', 'miraculous', or 'dreadful'.

Why do speakers use 'Repetition'?

Repeating a key word or phrase throughout a speech to emphasise a point and make it stick in the listeners' minds.

How does 'Tone' affect a speech?

The speaker's attitude towards the subject. It can be formal, humorous, serious, or urgent, depending on the purpose of the speech.

What are 'Modal Verbs' and why are they used?

Words like 'must', 'should', or 'will' that show certainty or obligation, helping the speaker sound more confident and persuasive.

Who is the 'Audience'?

The specific group of people the speech is intended for. The language and style should be adapted to suit them.

What is the purpose of an 'Opening Hook'?

An engaging start to a speech, such as a surprising fact or a bold statement, designed to grab the audience's attention immediately.

Why is 'Structure' important in a speech?

A clear beginning, middle, and end ensures the speech flows logically and keeps the audience following the argument.

What is 'Body Language' in speech delivery?

Using gestures, eye contact, and posture to communicate confidence and passion while speaking to an audience.

What is a 'Call to Action'?

A closing statement that tells the audience exactly what you want them to do or think after hearing your speech.