

Mastering the Art of the Speech: A Guide with Max and Leo

Speak with Strength, Write with Wit: Craft Your Perfect Speech!

- Why is 'direct address' (using words like 'you' or 'we') so important when trying to persuade an audience to agree with your point of view?
- How can using the 'Rule of Three' (tripling) make a statement sound more memorable and rhythmic to the listener?
- What is the purpose of a rhetorical question if the speaker does not actually expect the audience to call out an answer?
- In what ways does 'emotive language' influence the feelings of the audience compared to using plain, factual descriptions?
- Why should a speech writer vary their sentence length, alternating between short, punchy sentences and longer, descriptive ones?

Did you know? Did you know that some of history's most famous speeches were never written down until after they were delivered? Orators often used 'mnemonic devices'—clever memory tricks—to help them remember long, powerful sentences without needing a single scrap of paper!

Key vocabulary: Rhetorical question · Emotive language · Direct address · Repetition · Tripling · Formal tone · Persuasive · Intonation