

Mastering the Art of Speech Writing with Leo the Lion

Speak with Strength, Write with Heart – Let Your Words Roar!

- How does using direct address (such as 'you' or 'we') help connect the speaker to the audience?
- Why do speech writers use rhetorical questions that do not require an immediate answer?
- How can emotive language change the way an audience feels about your topic?
- What is the purpose of repetition, and how can it create a sense of importance in a speech?
- Why is it important to consider the age and interests of your audience when choosing your vocabulary?

Did you know? Did you know? The most famous speeches in history were designed to be heard aloud, not just read silently. Using 'tripling'—the rule of three—helps your audience remember your key points because the rhythm of three words or phrases is naturally pleasing to the human brain!

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