Mastering the Art of Speech Writing

Speak from the heart, write for the ears, and leave your audience inspired!

■ **How can you use 'Direct Address' to make your audience feel involved? Using pronouns like 'you' and 'we' helps create a personal connection between the speaker and the listener.**

■ **Why is the 'Rule of Three' effective? Grouping ideas or adjectives in threes creates a natural rhythm that makes your message punchy and easier to memorise.**

■ **What is the purpose of a 'Rhetorical Question'? These questions are not meant to be answered; they force the audience to stop and think deeply about the topic you are presenting.**

■ **How does 'Emotive Language' influence a speech? By choosing words that stir feelings—such as 'courageous', 'devastating', or 'magnificent'—you can sway the emotions of your audience.**

■ **Why should you use 'Repetition'? Repeating a key phrase or word at the beginning of sentences builds tension and highlights the most important part of your argument.**

Did you know? Did you know? The most famous speeches in history were designed to be heard aloud, not just read silently. By using rhythm and pauses, speakers can control the mood of the room and ensure their message is remembered long after they finish speaking.

Key vocabulary: Rhetorical question · Emotive language · Repetition · Rule of three · Direct address · Tone