**Writing a speech**

Remember that speeches are meant to be spoken aloud to an audience.

1. The most important thing is to have something interesting to say. Work out your ideas in a plan before you write the speech. A plan will also allow you to structure ideas and to organise what you have to say.
2. Be clear about your purpose. Do you want to persuade your audience? Challenge them? Inform them? Entertain them?
3. Be aware of the audience by speaking to them directly. Use the words ‘you’, ‘your’, ‘we’, ‘our’, ‘us’ to get them involved.
4. Start off with a clear introduction. Introduce yourself and your subject. Try to grab the audience’s attention straight away.
5. Set out the points you want to make. People’s brains cope best with information that is presented in clear ‘chunks’.
6. Use rhetorical questions – ask the audience questions to make them think or put themselves in your shoes.
7. Use repetition to hammer home your message.
8. Use information to support your ideas. Don’t just keep saying ‘I think’. Explain what you believe and why.
9. Try to use humour – making the audience laugh will wake them up and perhaps make them like and support you.
10. Don’t be afraid to use personal stories, where appropriate, to make a point.
11. Strong conclusion – end your speech with a summary that will fix your ideas firmly in the audience’s mind. Remember that this will be the last thing that the examiner marks.