# Defining a clear voice in speech writing

From inspirational leaders to role models, many people use speech writing to inspire, persuade or motivate. To make sure the audience know what message you would like to convey, you need to ensure you define a clear voice when writing your speech.

## Inspirational speakers

Think of five people you know who have delivered inspirational speeches. These can be famous or lesser known examples of singers, politics, sportspeople, artists or ordinary people who have made a big impact.

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## Video

## Watch this speech:

## [Emma Watson – UN speech](https://www.youtube.com/watch?v=gkjW9PZBRfk)

## List five things that make the written content and verbal delivery so effective (e.g. Emma Watson clearly tells the audience what she will talk about in her speech)

1.

2.

3.

4.

5.

## **Writing a speech**

**Activity**: Use the template below to prepare a three minute speech on a topic of your choice or choose one of the following topics:

* What can we do to help save the environment?
* Should school uniform be banned?
* If you could change one thing about the world to make it a fairer place, what would you change?
* What is your dream job and why?

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| Introduction Introduce yourself and your chosen topic. Make this as punchy as possible to hook your viewers from the start. |
| Write the main section of your speech Write down three points you’d like to make in your speech. Make sure you take time to explain each point using examples, stories or statistics. |
| Write your conclusion This is a chance to leave a lasting impression on the audience. What would you like them to take away? Keep this short and punchy. |

## **Delivering your speech**

Before delivering your speech to an audience it is good to **practice your speech**.

As well as how you say things you need to be aware of how you physically present your speech – this is called **verbal** and **non-verbal** communication. Practice your speech in front of a mirror so you can see your non-verbal communication.

**Non-verbal communication - what to remember**

* Eye contact with audience
* Open body language
* Avoiding fidgeting or nervous habits when presenting
* Sitting or standing up straight
* Effective use of hand gestures to emphasise key points
* Facial expression
* Use of classroom or presentation space

Verbal communication - what to remember

* Formal language and appropriate, varied vocabulary
* Volume
* Pace
* Varied and clear tone
* Structure of speech (e.g. order in which points are made)
* Use of rhetorical techniques, e.g. alliteration, facts, statistics, emotive language, opinions, rhetorical questions, repetition.

Once you have practised your speech a few times, you are ready to present to a family member or friends. Good luck!