

Speech

In a speech you deliver a message to an audience. The main aim of the speech can be to inform, to persuade or to argue a point, or perhaps even to entertain. As speeches are audience-oriented, the speaker (and speechwriter) must have a clear idea of who the listeners are in order to reach out to them successfully.

Model answer

1 introduction	Oscar Wilde once said the following: "When I was young I thought that money was the most important thing in life; now that I am old I know that it is." Even if I don't entirely agree with Wilde's statement I do think that money plays an important part in people's lives, and above all, in young people's lives. <u>If you don't have money</u> to buy everyday necessities, you'll get depressed. <u>If you don't have money</u> to buy healthy food, you'll stop functioning properly. <u>If you don't have money</u> for recreation, you'll get bad-tempered. <i>That is why</i> I believe it essential to raise the study allowance.
2 thesis	
3 body 4 argument	<i>First of all</i> , despite the fact that the study allowance has not been raised for seven years, inflation has continued to push up prices, which has made it practically impossible for today's students to make ends meet. We simply don't get enough money to cover our basic needs such as food, clothing, travel cards, smartphones and computers. And while smartphones and computers might appear to be luxuries, it must be remembered that these sorts of technical devices have now become necessities in the modern school environment.
5 argument	<i>Secondly</i> , when money is short people tend to worry – and when people worry, their achievements tend to lessen. Is this beneficial to society? Of course it isn't! <i>On the contrary</i> , students usually capable of excellent results might suddenly turn into low achievers due merely to the worry eating away at their energy, creativity and strength. <u>And this ... and this</u> will only serve to damage society in the long run. It can never be beneficial.
6 counter-argument	Now you might think that young people nowadays are spoilt, that they have unrealistic demands when it comes to the standard of living they should expect. <i>And indeed</i> , I would be the first to concede that there probably is a degree of truth in that: there is no doubt that young people's mindsets have changed considerably over the last thirty years. <i>On the other hand</i> one could also argue that it is only healthy to demand things, and that people with high demands are in turn more eager to produce and contribute.
7 argument	<i>Above all</i> , it should not be forgotten that my young contemporaries and I are the future. <u>We are the ones</u> who will be given the task of running tomorrow's society. <u>We are the ones</u> who will take care of you. <u>We are the ones</u> who will struggle hard to maintain what our parents have built and created through toil and sweat. That is why we yearn to live a decent life as we learn to become <u>tomorrow's pillars of society</u> .
8 conclusion	<i>In conclusion</i> , the study allowance has not been raised for seven long years, as a result of which today's students simply don't have the means to buy even the barest of necessities needed to achieve a respectable standard of living. <i>Moreover</i> , a student who is constantly worrying about money will achieve less, something that will have grave consequences for society in the long run. Students represent the future of society. <u>If we fail, society will fail. If we succeed, society will succeed</u> . Raise the study allowance now!

(525 words approx.)

Useful points

- Make sure you pinpoint your audience. Are you speaking to experts or people who know nothing about your topic? Are you speaking to children or adults? Always try to match your speech with your audience, for example by adapting your register (e.g. formal or informal language).
- Think about the mode and tone of the speech. Do you intend to make your audience laugh or are you simply going to feed them with facts and arguments?
- In the **introduction** you must say something that will hook your audience. One effective technique can be to use an attention-grabbing anecdote or quote. In the model answer there is an Oscar Wilde quote. The introduction is also where you present your thesis statement.
- Your arguments and counter-arguments are then presented in the **body** of the text/speech. Some arguments can be emotive but the core of your speech should be made up of fact-based ones; if not, you are likely to lose credibility. Make sure you fact-check your ideas with more authoritative sources. You should not only rely on Wikipedia, for example.
- In the **conclusion** you repeat the key points of your speech in order to help the audience to identify your message.

- Use appropriate linking devices such as *first of all*, *secondly* and *above all* to make your speech flow better. See the words in *italics* in the model answer for more examples of linking devices.
- Use rhetorical devices such as *anaphora*, *metaphors*, *similies* and *rhetorical questions*. The underlined words and phrases in the model text give you some good examples of these.
- Practice your speech several times before you perform it. You can do this in front of a friend, or even a mirror. Remember that practice makes perfect.
- When you perform your speech don't read from the script. You must keep your speech lively and your listeners engaged, and one way you can help to make this happen is by facing your audience.
- Last but not least, keep your speech within the time limit. If it is too lengthy you will only bore your audience.