



Speech Writing Tips

Direct address – addressing the audience directly, asking them to think about their own experiences.

Evidence – such as statistics, quotes or examples. Including these makes the argument more convincing.

Lists of three – for example three words that start with the same letter (this is called *alliteration*) or three words that rhyme. A list of three words together sounds really powerful when it is said out loud.

Emotive language – language (in particular adjectives) that relate to or refer to emotions.

Rhetorical questions – the audience is not expected to give an answer, but the speaker wants them to think about what he/she is saying.

Repetition – helps to strengthen the main points of a speech.

Contrast – helps people see things from a different point of view, for example happy and sad, big and small, “a champion team, not a team of champions” or “some live to eat, while others eat to live”.

