

### What is a SPEECH?

### Coursebook: Unit 6.4

Speeches are written texts that are designed to be spoken aloud. They typically have an emphasis on persuasive argument. Types of speech include a wedding speech, a leaving speech or a political speech. A eulogy, a speech delivered at a funeral, is also part of this form. The task may emphasise clear explanation (talk, presentation), or convincing argument (debate, speech).

Example: Here is Greta Thunberg giving world leaders what for!

<https://www.npr.org/2019/09/23/763452863/transcript-greta-thunbergs-speech-at-the-u-n-climate-action-summit>

Also see: <https://www.bbc.co.uk/bitesize/guides/zwt3rdm/revision/2>

### Conventions of a SPEECH

#### Organisational Features

##### The Introduction

Need to include who you are, where you are and why you are there e.g. *I would like to thank the Organisation for Aquatic Wildlife Protection for inviting me to speak at this annual fundraiser about my work protecting our local sea otters. My name is Professor Gussie Finknottle and I am a professor of marine biology at KDU.*

##### Argument/Persuasive Speeches:

Engaging opening that establishes a thesis  
Three convincing arguments  
An awareness of the counter-argument in one of these arguments  
A conclusion which reiterates key points

##### Explanation Speeches:

Overview of the topic  
Three sections which explore the topic, perhaps in increasingly close focus, or different aspects of the topic.  
A summary

#### Language Features

Use of rhetorical devices to persuade e.g. triadic structure, rhetorical questions  
Direct address: you/your  
Inclusive language: we/us/or  
Figurative language to help the audience appreciate your point E.g It is like when ...  
Use of rhetorical appeals  
Handling objections: E.g. Some may suggest that... However, I believe...  
Anecdote: E.g. When I was child,...  
Recognition of the audience e.g. Ladies and gentlemen,  
Recognition of venue e.g. We are here at this conference to discuss ...  
Thanking the audience at the end

#### Conventions from IB Mark Scheme: Speech

- catch the audience's attention at the beginning, and leave a clear impression at the end
- address the audience and keep contact with them throughout, e.g. use of "we" and "you" etc.
- elements of speech rhetoric e.g. rhetorical questions, repetition etc.

#### Example Question

You are concerned about the issue of poverty in your region. Write a text in which you explain your concerns, describe your ideas for solutions and convince your audience to support your ideas.

Brochure	Speech	Official report
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