

## The Spoken Language Award

- You will prepare and deliver a speech that is 3-4 minutes long.
- You will then respond to questions about your speech.
- It is important that the answers to your questions provide new ideas; you should not just repeat what you have already said in your speech.
- You will be marked on the content of your speech but also on your delivery.

## Structuring your Speech

- A clear structure to a speech is very important. Start with an introduction where you outline the topic you will be discussing and why.
- In the main part, try to give four or five reasons to support your speech. Make sure you have a strong conclusion to finish.
- Churchill's 'We'll Fight Them on the Beaches' speech is good for inspiration.

## Appealing to your Audience

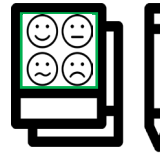
- When delivering a speech, it's very important that you encourage your audience to 'buy in' to the message you are giving.
- You should try to appeal to your audiences' emotions to make your speech effective but do balance this with other techniques.
- Martin Luther King Jr's 'I Have a Dream' speech shows building emotion.

## Building Credibility

- It's important to sound credible, trustworthy and knowledgeable when giving your speech so that your audience believe what you are saying. Think carefully about the language you use to sound sophisticated and believable.
- This will prepare you for education and careers in the future.
- Emma Watson's 'Gender Equality' speech has good use of jargon.

## Delivering your Speech

- When presenting your speech, you need to speak clearly, confidently and loudly enough for people to hear you.
- Try to vary your tone, shifting it at key points in your speech.
- Think about using some hand gestures and maintain eye contact.
- Barack Obama's 'Yes We Can' speech uses tone, pitch and pauses effectively.



Logos	Offering logic, reason and proof.
Pathos	Bringing out emotions, usually pity of sadness, in your audience.
Ethos	Building your own credibility so the audience trust you.
Facts	Information that is proven to be true.
Statistics	Numbers and data that are used to prove something.
Expert opinion	When a professional person gives their opinion on a topic.
Analogy	A comparison between two things to help an explanation.
Anecdote	A short, true story to engage your audience.
Emotional appeal	Appealing to audience emotions such as pride, fairness or heroism to encourage them to take action.
Direct address	Speaking directly to the audience using 'you'.
Inclusive pronouns	Using 'we', 'us' or 'our' to make the audience feel involved.
Hyperbole	Extreme exaggeration
Jargon	Subject-specific terminology.
Tone	The use of the voice to express a particular feeling or mode.
Pitch	The high or low sound of the voice which changes depending on mood, content, emphasis
Pace	The speed with which one speaks
Volume	How loud or quiet speech is.
Paralinguistic features	Non-verbal communication. This includes your body language, facial expressions, hand gestures and eye contact with the audience.