HOW TO MAKE A PERSUASIVE SPEECH

WRITING TECHNIQUES

✓ **Get organized:** jot down all your ideas/arguments on your first draft.

✓ All good speeches require **shape**
  ➤ **a strong introduction**
    a. Open with the issue at stake that will grab the attention of the audience. Opening with focused remarks or quotes will immediately establish credibility.
    b. Include your audience (*we, our, you...*) so that they will feel a sense of belonging.

  ➤ **a cohesive body** : your speech is one piece of work, not a series of points that work independently.
    a. Narrow your list down to about three. Take the most convincing arguments only.
    b. Make sure you include striking examples or pieces of evidence to support what you are saying

  ➤ **a firm conclusion**
    a. Conclude with a powerful nail-down, summarizing what you came here to say
    b. Be sure your audience leave with the ideas you don't want them to forget
    c. Leave them with a question or thoughts of implications.

✓ All good speeches require **the right words**
  ➤ Be aware to build clear and sensible transitions from one thought to the next so that your audience may easily follow you and see where you are leading them.
        ☞ *Use your linkwords grid* ☺
  ➤ Use the following rhetoric techniques to keep the attention of your audience and insist on the core of your ideas
        ☞ *Refer to the page Writing to Argue or Persuade Techniques* ☺

SPEAKING TECHNIQUES

✓ **SPEAK LOUD ENOUGH** for everyone to hear you.

✓ **RHYTHM & FLUENCY** make sense: speak clearly if you want to be understood, not too slowly, nor too fast, unless you want to point at something in particular.

✓ Respect rising and falling **INTONATION,** if you want to sound convinced of what you're saying!

✓ Respect **PUNCTUATION MARKS & PAUSES** for meaning comes from linking ideas and words properly.

✓ Attract your audience ears & attention with word and sentence **STRESS**

✓ Express your emotion through the **TONE** of your voice