**Qualities of Effective Speech Writing**

Pre-AP English II

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When beginning to write a speech, make sure you address the following issues:

Who is your audience?

* Did you research their needs? Their backgrounds?
* What does your public like to hear?
* What are they expecting from you?
* Are they familiar with the speech topic?

The Occasion

* How long do you have? Is there are limit?
* Where are you supposed to present and how does this facto in to the voice of your speech?

Speech Topics:

* Is the theme clear, focused, and provoking attention?
  + How do you develop them theme throughout the speech? What is it that keeps all of your ideas focused and connected?
* What is the central idea you want to convey?
* What is your relationship toward the topic?

Structure:

* Does your speech have an effective and clear introduction that grabs your audience attention?
  + Did you use an attention getting quote, a rhetorical question, inspirational joke, or even a visual aid?
  + Did you refer to the occasion, day or event?
  + Did you address needs, beliefs, and concerns?
  + Preview the main points and arguments?
* Do you have at least 3 main points with 3 supplemental points to support your main points?
  + Are your points well-supported and emphasized by reasonable arguments, examples, evidence, personal experience stories, statistics, and expert testimonies?
  + Are you connecting with your audiences emotions? Are you presenting a logical argument? Are you playing to your own credibility and that of the audience?
* Does your conclusion tie everything together in a summary?
  + Did you close with something for them to remember? Something for them to ponder? A call to action?

When delivering the speech:

* Refer to your central idea/thematic line throughout (much like “I have a dream” this phrase is repeated throughout the speech)
* Use a variety of conversational and active words your audience understands; speak their language.
* Speak your language. Know how you speak and know what will work and what won’t. Only choose words and phrases that you can deliver well.
* Make eye contact with your audience.
* PRACTICE, PRACTICE, PRACTICE! Do it in front of the mirror, do it on video and watch, practice in front of friends; just practice before you finish! And don’t simply read, DELIVER!!!

Adapted from: [www.speech-topics-help.com](http://www.speech-topics-help.com)