



D96 Curriculum: Topic to Speech

Module 4: Writing Effectively

An engaging speech often includes a sprinkling of thoughtful writing techniques.

Your speech writing may include any of the following techniques:

- Vivid visual descriptions
- Appeals to other senses
- Simple language
- Use of active voice
- An anchor phrase
- Ethos, pathos and logos
- Simile, metaphor and analogy
- Alliteration, assonance, onomatopoeia
- Repetition of phrases
- Triads: groups of three

4.1 What one or two (not seven!) writing techniques can you include in your speech?



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Your speech structure may employ one or more of the following approaches:

- Physical Humour
- Hyperbole (exaggeration)
- Understatement
- Incongruity
- Observational Humour
- Word Play
- Say what you're thinking
- Say what your audience is thinking
- Use present tense/dialog
- Use the rule of 3 (or 4)
- Delivery: end on the funny part

4.2 Where could you include humour in your speech with one of the techniques discussed?