

ENGLISH B

TEXT TYPE: SPEECH OR TALK

Context

People give speeches and talks in all sorts of settings and situations: school, clubs and the workplace to name just a few.

Audience

Audiences are as varied as the settings and situations. It is really important for a speaker to write his or her speech in a way that is interesting and connects with the specific audience.

Purpose

Again purposes vary with the context and audience. General categories of speech include communication of information, persuasion, entertainment, celebration, instruction and a mix of these purposes.

Format

All talks or speeches will have an introduction, body and conclusion. But above all, it must be clear to an examiner reading the speech or talk you have written for Paper 2 that you are speaking to an audience.

Text features include:

structure

- addressing or welcoming the audience at the start and then
- using a **rhetorical** technique to engage the audience's attention followed by
- the introduction of the speaker's purpose
- development of specific points in the body of the talk or speech
- transitions between paragraphs
- a memorable conclusion that also repeats and reinforces the speaker's purpose

rhetoric

- use of personal pronouns to connect with the audience – “you, we, our”
- use of a variety of structures that maintain audience interest such as:

rhetorical questions – “Do you think ---?”

repetition We must --- we must also – and we certainly must ----

addition “Not only --- but also ---.” “Furthermore ---”

contrast – “However ---” “On the other hand--”

parallel structures – We will meet them --- we will talk to them --- we will learn from them.”

metaphor –“ There might be a mountain to climb but we have the skill and the energy to succeed and pass IB.”

Examples of Great Speeches

<http://www.americanrhetoric.com/top100speechesall.html>

Application – Analyze audience, purpose and content before you write your talk.

Write the text of a short 300 word talk you are going to give at a student assembly about the dangers of accepting a car ride from a friend who has been drinking at a party. Your talk has a serious message, but you must engage the audience's attention and not put them off by preaching to them. Before you write your talk, quickly research some statistics on drink driving accidents among teens in an Anglophone country. Use these statistics to support your argument. Your talk text will be peer checked and you may be asked to present your talk to the class next week.

