

# Prepare Your Presentation: Speech Writing

The major parts of an informative speech are:

Introduction: *“Tell ‘em what you’re going to tell them”*

- Grab the audience’s attention using a specific technique:
  - Startle the audience using shocking facts or statistics
  - Ask a rhetorical question
  - Begin with a quote
  - Tell a story
  - Share a personal experience that relates to your topic
- Introduce yourself, internship, mentor, and topic clearly
- State your Purpose
  - Preview your main points:
  - Provide any definition/background information necessary for understanding
  - consider posting them
  - Explain acronyms: FDA – Food & Drug Administration

*Connecting the Introduction to the Body...*

- *“Moving on to the various reasons...”*
- *“Now, let’s examine the first point...”*
- *“Here are the reasons...”*

Body: *“Tell ‘em”*

- Organize your topic: Chronological Pattern, Topical Pattern, Problem-Solution Pattern, Cause-Effect Pattern
- Use signposts for the main points, including transitions

*Transitioning through the Body...*

- *“In the next example...”*
- *“Keeping this in mind, let’s move on...”*
- *“The next step is...”*
- *“Another cause...”*
- *“The next/final point to consider...”*

*Connecting the Body to the Conclusion...*

- *“And what does all of this mean...”*
- *“In summary, we can see...”*
- *“It can be concluded, therefore, that...”*

Conclusion: *“Tell ‘em what you told them”*

- List the main points
- Refer back to your introduction
- Tell your listeners what you want them to do with the information you just shared with them

Time: Create a speech that takes a couple minutes longer than the time you have because in front of an audience most people speed up.

How to prepare your index cards:

Index cards are usually 3 inches by 5 inches (3x5) or 4 inches by 6 inches (4x6).

### **Public Speaking - Giving a Speech!**

- Write down one idea on each card.
- Put the cards in order.
- Experiment with giving your speech a number of different ways.
- Practice giving your speech.
- Read your speech to yourself.
- Repeat this, seeing if you can avoid looking at your index cards all the time.
- Practice in front of a mirror.
- Try different expressions, hand movements, tone of voice, etc.
- Practice by recording your speech on a tape recorder.
  - If you have never heard your own voice on tape, this could be very interesting!
  - Are you speaking loudly enough? Too loud? Are you saying the words clearly? Are there any improvements you can think of?
  - Time the length of the speech. Is it too long? Too short?
- Practice by giving your speech to someone you know.
  - Ask them what they think.
  - If they make a suggestion, think about what they have said.

When the time comes to give your speech - you'll be ready and it will go very smoothly.

