**Speech Writing – Structure**

**INTRODUCTION:**

* Get the attention and interest of your audience (persuasive techniques/rhetorical devices), set the tone & establish credibility
* **Outline the issue** ***(Who is this group and what is going on with them?)***
* Define key terms & narrow (where, when), background info, etc.

*This is where the bulk of your* ***research*** *will come in: facts & statistics, personal/ others' anecdotes, real life examples/stories, images, case studies, reports... 🡪 you need to root your causes and effects in* ***VARIED EVIDENCE from MULTIPLE sources***

**BODY:**

You should include:

* **Causes of discrimination for this group**

***(Why are they being discriminated against?)***

Historical, geographical, ignorance, political, psychological…

* **Effects of discrimination for this group**

***(What are the effects on this group?***

***What are the effects on the community? Society? The world?)***

* **Silver lining – *(What is being done? What can I/we do?)***

Research any related programs, organizations, government initiatives, changing systems, human rights groups, NGOs, funding, awareness raising, protests, editorials, campaigns...

**CONCLUSION:**

* **Wrap up/summarize**
* **End strongly –** Persuade us that this is important and that we should care! So what?

**ORGANIZATION:**

* Have a clear series of points that you would like to raise
* Organize ideas so that related points follow one another and are fully explained
* Use signposts (transitional words and phrases) for cohesion & to guide listeners
* Integrate evidence from your sources and refer to sources directly

**OVERALL, you should be answering these questions:**

*Who is this group and what is going on with them? Where?*

*Why are they being discriminated against?*

*What are the effects on this group? On the community? Society? The world?*

*Why should we care? What is being done? What can we do?*

**Don’t forget to use a range of detailed facts and examples from a range of sources**

**& persuasive language to make your points strong and effective!**