

Text type	SPEECH
Definition	a formal talk or public address
Purpose	<p>various situations and purposes are possible:</p> <ul style="list-style-type: none"> • welcome/thank somebody • praise somebody • explain an issue/an opinion • convince • influence • motivate • make people think/react/act (manipulating being the extreme) <p>etc.</p>
Some aspects of content and structure	<p>- needs to be carefully structured:</p> <ul style="list-style-type: none"> • in the introduction you greet the audience, catch their attention and state your aim <ul style="list-style-type: none"> ➤ you may use a provocative statement, anecdote, joke, personal experience, quotation etc. ➤ you may refer to the expectations of the listeners • in the main part you develop your ideas, give examples and must hold your listeners' attention <ul style="list-style-type: none"> ➤ use a convincing line of argument/a clear structure ➤ chronological or topical order of arguments ➤ back up arguments with facts, figures, reasons, consequences, examples etc. • in the final part you may <ul style="list-style-type: none"> ➤ refer to the introduction ➤ appeal to the listener ➤ call for action ➤ ask for support ➤ make a promise ➤ mention further possible perspectives <p>etc.</p>
Some aspects of language and style	<p>always take your audience and the occasion into consideration</p> <p>diction:</p> <ul style="list-style-type: none"> - powerful vocabulary - a variety of sentence structures and phrases that help to structure the speech - rhetorical devices <p>register:</p> <ul style="list-style-type: none"> • formal style <i>(neutral)</i>

	tone: <ul style="list-style-type: none"> • solemn • formal • serious • entertaining • committed etc.
Useful vocabulary	<ul style="list-style-type: none"> - Ladies and gentlemen, ... - My fellow students, ... - on behalf of... - the arguments for/against ... - first/second/third/finally - that is why - moreover/furthermore - in short - Let us ... - Why don't we ...? - Thank you for your attention.
Example	Your school is hosting a group of international students. Write the welcome speech.
Ideas for exercises	formulate different introductions/endings for one speech <i>change an informal into a formal speech</i> <i>make a. use diff. stylistic devices</i>