




The three parts – ideas and advice	Useful phrases
<p>Introduction</p> <ol style="list-style-type: none"> 1. Greet the audience politely. Thank them for the invitation. State your topic and its importance. 2. Catch your listeners' attention e.g. with ... <ul style="list-style-type: none"> • a provocative statement or question • a surprising fact or trend • a new discovery • an eye-opening experience • an anecdote, joke or quotation 3. State your aim. (Outline the structure of your speech.) 	
<p>Main part</p> <p>Hold your listeners' attention:</p> <ol style="list-style-type: none"> 1. Develop your ideas step by step, e.g. <ul style="list-style-type: none"> • in chronological order • from the least to the most important idea • all arguments against and then all those for an idea • alternate arguments for and against a certain idea • connect problems with solutions 2. Back up your ideas with background information. 3. Give examples to support your statements. 4. Divide your speech into clear units (paragraphs). 5. Link the parts of your speech. 6. Repeat and emphasise important ideas. 	
<p>Conclusion</p> <ol style="list-style-type: none"> 1. Come to a convincing end, e.g. with one of the following ... <ul style="list-style-type: none"> • a short summary • a quotation • a call for action (appeal) • a look into the future • a rhetorical question • a promise • an appeal 2. Finish your speech clearly. 	

- b) Add some **Useful phrases** for the main part. You can find suggestions in the chapter on comments.
(→ see pp.69–73)

2.3 Rhetorical devices

Rhetorical devices may make a speech more effective. Here's a list of examples:

- a) Identify the devices (in bold print) in the following sentences from a speech on the USA. Copy them into the middle column of the grid on the next page.
1. Becoming an American citizen is **like winning an Oscar**.
 2. ~~There is no country which is~~ **more generous, more accepting and more welcoming than the United States of America.**
 3. We Americans are still the **lamp lighting** the world.
 4. **Send him** back to Washington for four more years!
 5. This is a question of **war and peace**.
 6. ~~Should we ignore the threat of terrorism?~~
 7. Martin Luther King once said: "**I have a dream.**"
 8. **We need strength. We need hope. We need courage ...**