



Ethos (the Greek for ‘character’): Finally, remember your audience members need to trust you and the things you tell them. You want to seem confident, knowledgeable, fair-minded and authoritative.

Delivery

How you deliver your speech is just as important as what you say.

Voice: Make sure you speak loudly and slowly enough that everybody can hear and understand you. However, you will only keep the audience interested if there is variety in your voice - you need to alter the tone, speed and volume depending on the sort of point you are making.

Language: Use language that will help persuade the audience. This means choosing powerful vocabulary and strong sentences. Think about the way famous speeches use different rhetorical tools like repetition, asking questions, and alliteration.

Face: You can also use your facial expression to emphasise what you are saying - are you angry? happy? disappointed? Remember that everything you say will have more impact if you maintain eye contact with the audience.

Body: Finally, remember to use gesture and changes of posture carefully. Strong gestures should be used to emphasise your points, but swaying or fidgeting can be very distracting. Stand in a way that makes you feel confident and comfortable.

Tips for the nervous

- Don’t write out your speech word for word - you will end up looking down at the paper, not up at the audience.
- Remember to drink some water before you speak.
- Use pauses to your advantage and to collect your thoughts.
- Be yourself - the best way to speak to an audience is the way you naturally speak to those around you.

Plan. Practise. Perform. Post!

#esufestivalofspeaking www.esu.org/festivalofspeaking E: festival@esu.org



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