

Speech Writing

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Speeches

- Heard, not read
- One brief exposure
- No time to go back
- No chance for clarification
- Message must get across NOW or NEVER

PR Writing vs. Speech Writing

- | | |
|--|--|
| • PR = Inverse pyramid
all facts presented at
beginning of piece | • Speeches = build to a
major point |
| • Get to the point
quickly | • Prepare audience for
what is coming |

During the Beginning

- Audience settles down
- Audience gets comfortable
- Speaker uses time to greet, thank, insert humor (possibly)

During the speech

- Audience's minds wander
- Speaker must restate basic points and summarize general message

Helpful Formula

- Tell them what you are going to tell them
- Tell it to them
- Tell them what you have told them

Gives audience members guideposts as they listen

Language

- Clear
- Concise
- Short
- Definite

“situation outside”

“lack of adequate parking for commuter students”

Speeches must fit audience

- Learn everything about audience
- Who are they?

About Audiences

- | | |
|----------------|---------------------|
| • Ages | • Residence |
| • Occupations | • Interests |
| • Sex | • Attitudes |
| • Religion | • Group memberships |
| • Culture | • Knowledge |
| • Education | • Politics |
| • Intelligence | • Income |
| • Vocabulary | |

Use Specific Language

- People remember only a small percentage of what they hear

“We ought to do something about the environment.”

“Write your senators and representatives. Tell them to increase fuel efficiency standards.”

Get a Reaction

- Convey ideas and arouse emotions
- Listeners feel like they've learned something new

Speeches Need an Objective

- Inform
- Persuade
- Activate
- Celebrate

Informative Speeches

- Tells audience something it does not know

Persuasive Speeches

- Convince audience about the merits of an idea
- Appeal to audience's self-interests

Activating Speeches

- Get listener TO DO SOMETHING!
- Direct and specific action
 - Write your legislator
 - Vote for a candidate
 - Purchase a product

Celebrating Speeches

- Honor a person or event
 - Lifetime achievement
 - Retirement
 - Award
 - Anniversary
 - Grand opening

Timeliness - Content

- Interesting and current
- Use up-to-date facts and information

Timeliness - Length

- Varies depending on occasion
- Shorter is usually better
- No longer than 20 minutes

Timeliness - Delivery

- Morning – audience is alert and receptive
- Afternoon – audience slowing down*
- End of the day – worn out*

*Speaker must be more enthusiastic, forceful and attention-getting!

Speech Writing Step One: Research Audience

- | | |
|-------------|------------------------------------|
| • Who? | • What time? |
| • Where? | • Purpose? |
| • When? | • How long? |
| • How many? | • Other speakers and their topics? |

Speech Writing Step Two: Research the Speaker

- Listen
- Learn
- Favorite phrases
- Talk with speaker
 - Objective
 - Approach
 - Strategy

Writing the Speech

- Outline
 - Opening
 - Body
 - Conclusion

Writing the Speech

- Outline goes to speaker
- Write draft
- Submit draft to speaker
- Repeat as needed

Word Choice

“The best idea in the world isn’t worth a damn if it cannot be expressed well.”
- *Anonymous*

Word Choice

- Personal pronouns:
you and we
- Avoid jargon
- No long figures
- Simple, specific
words
- Active voice
- No lame modifiers:
very and most
- No verbose phrases
- Short sentences
- Direct quotes
- Questions
- Comparisons

Help the Speaker

- Coaching
- Add cues to script
- Speaker's print version preferences

Questions?
