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# The Art of Speech Writing NSSA DURHAM Workshop

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Who we are

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# NSSA Durham Officers



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We are a 501(c)(3) nonprofit about bringing both speaking and student skills to the youth for free, from a wide variety of people and organizations.

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02

# The Parts of Speech

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# Types of Speeches & Argument Appeals

1. Argumentative: focuses heavily on Statistics, Evidence, and Logic
2. Persuasive:
  - a. Utilize the 3 appeals
  - b. Have you heard of Ethos, Pathos, and Logos?
    - i. Ethos: appeal to character (credibility)
    - ii. Pathos: appeal to emotions
    - iii. Logos: appeal to logic
  - c. Let's practice with some examples!



# Test your Knowledge

Categorize the below statements as ethos, pathos, or logos arguments...

1. Context: Running for StuCo Elections
  - a. I have led many clubs and have numerous awards.
  - b. I will reduce the cost to purchase tickets since I care about you.
  - c. I have strong interpersonal and communication skills.
2. Context: Child tries to persuade family to get a puppy
  - a. A puppy can make our family much more loving and we would be greeted everyday by warm snuggles - a divine connection.
  - b. Pets have demonstrated statistics of decreasing mental stress by 75 and more percent.
  - c. "I have pet-sat and walked many dogs in our community.



# Speech Introduction

How do you captivate an audience ?



# Forming the Introduction in a speech

1. Attention-grabbing **HOOK**
  - This is how you will captivate the audience.
  - Most essential part of the speech as a whole.
2. Way to hook the audience:
  - Quote at the beginning - famous politician \_\_\_\_\_ said...
  - Question
    - o Rhetorical (Have you ever thought about \_\_\_\_\_?)
      - Not meant to be answered
    - o Open-ended
      - Meant to be answered
  - Share an engaging personal story or “Imagine...” (hypothetical)

NOTE: Use whichever one is applicable

# Forming the Thesis Statement in your Introduction

## 3. Thesis Statement

- Clear
- Concise
- Should be debatable
- Should explain the How and Why

Strong Thesis: Puppies are the best pet because they are affectionate, easy to train, and can help mental stress.

Weak Thesis: Puppies are pets which can be sometimes loving.

- Not DEBATABLE - everyone agrees they are pets.
- Also - “Sometimes” is not a strong assertion of point and it is unclear what argument you are trying to make.

# Speech Body

How do you support your points

# Things to keep in mind for body paragraphs

- Make sure each of your individual points are concise
  - Avoid dragging on sentences with complex vocab
  - \*appeal to a bigger audience
- Each paragraph should relate back to the thesis statement
  - Avoid including info that is off-topic or doesn't contribute to the thesis
- Organizing in a logical manner
  - Make sure the flow of your speech makes sense
- Since this is a speech, keep your audience engaged
  - Includes humor, rhetorical questions, small stories, etc.
- Visuals and props
  - Presentation, poster, tri-fold, etc.



# Steps to build body paragraphs/content

1. Mention your topic sentence at the beginning
  - What point are you trying to make?
  - Why is the paragraph important in the context of the speech?
2. Explain your topic sentence
  - Should be no more than 1-2 sentences giving further information if needed
3. Insert your evidence
  - Evidence can be personale examples, quotes, statistics, etc.
  - Should support topic sentence
4. Explain your evidence
  - Can be opinion or fact-based
  - Should be 2-3 sentences
5. Insert concluding sentence
  - Reasserts how paragraph contributes to the development of your argument as a whole





# Example

**Claim:** The University of Texas (UT) provides a diversity of social, academic and athletic opportunities for students. This can be a powerful positive force, but it can also detract from students' abilities to manage their time. More attention to time management training is needed to ensure that all UT students graduate with the ability to succeed in their chosen careers

**Sample Body Paragraph:** (1) While there is little doubt that extracurricular opportunities at UT are a positive and critical component of students' overall development, providing students with time management skills is equally important. (3) One only needs to look at past alumni to see the validity of this claim. As famous alum George W. Bush states, (4) "I sometimes overdid it when I was at UT, missing out on valuable academic opportunities. Fortunately, I buckled down in my senior year and managed to make a 'C' average and things have worked out fine since" (227). (5) In this example, George W. Bush is arguing that the detrimental effects of extracurricular excesses can be rectified in the senior year of college. (6) While George W. Bush is certainly correct when he implies that it is never too late for a student to try to raise his or her GPA, it is probably better for students to attempt to balance academic and other activities early in their college career. Also, Bush assumes that all students can achieve what they want with a 'C' average, but many students need higher GPAs in order to apply to professional school, graduate school and for graduate-entry jobs. (7) While extracurricular activities are often a positive and critical component of student life at UT, administrators should consider instigating a time management education and awareness course for all incoming freshmen. After all, not every UT graduate will be as lucky as George W. Bush; if our students are going to succeed in business and higher education, we need to first ensure they understand the importance of time management.





# Speech Conclusion

How do you make an impactful end to a  
speech

# Steps to a Successful Conclusion

1. Restate your thesis!
  - a. Word the thesis slightly differently, but make sure all of the key points are there.
2. Summarize your key arguments from the speech, and relate them to the thesis.
3. Tie together the speech in a meaningful way.
4. Use a real world application, or give your reader/audience something to think about.
  - a. An example of this is the significance of the speech.

# Peer Review

- It is very important to have a fellow peer review your speech because you present it.
- Getting another person's advice on your work has the potential to greatly elevate your speech.
- Do not copy and paste any comments that may be typed.
  - This is considered plagiarism!
- Having multiple people look at your speech is highly recommended, but at least one person should make suggestions/provide feedback.

03

# Speech Delivery Tips

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# Speech Delivery Tips

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Note: We will be going in-depth into this in our next monthly workshop!

Eye Contact

Confidence

Voice Modification  
and Gestures

# Delivering a Speech Part 1

- Engage your audience in your speech and make it feel personal or relatable.
- Avoid going too far off topic.
- Add examples to your speech. This includes providing something you have personally experienced or a direct quote.
- Avoid using filler words such as “like” or “um”.
- Center your speech around the core message, also known as the purpose.
- Gather adequate research for your speech.
- Don't use slang in your speech (if formal).



# Delivering a Speech Part 2

## **Be adaptable:**

- If your audience is becoming bored or uninterested, then try to draw them back in.
- You can do this by having a good understanding of your audience.
- Example: a younger audience may appreciate a pop cultural reference to something, such as Tic-Toc.

04

# Speech Activity

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# Short Speech Activity

You have 10 minutes to write a mini speech about one of the topics above! This includes reasoning to support your claim, and at least 3 key points about your topic.

Afterwards everyone will take turns presenting their short speech using the presenting skills they learned earlier!

If you would like to do another topic let us know and we can approve it!

Topics to choose from:

1. Why ... is the best food.
2. Why ... is the best movie.
3. Why ... is the best place to go on vacation to.



Questions?

# Blooket (If Time)

Link: <https://dashboard.blooket.com/set/64fa64a78f70d41251e58c1c>

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# Thank you

Next Workshop: look out for an email around October or November. Please share with your contacts if you enjoyed today's session