



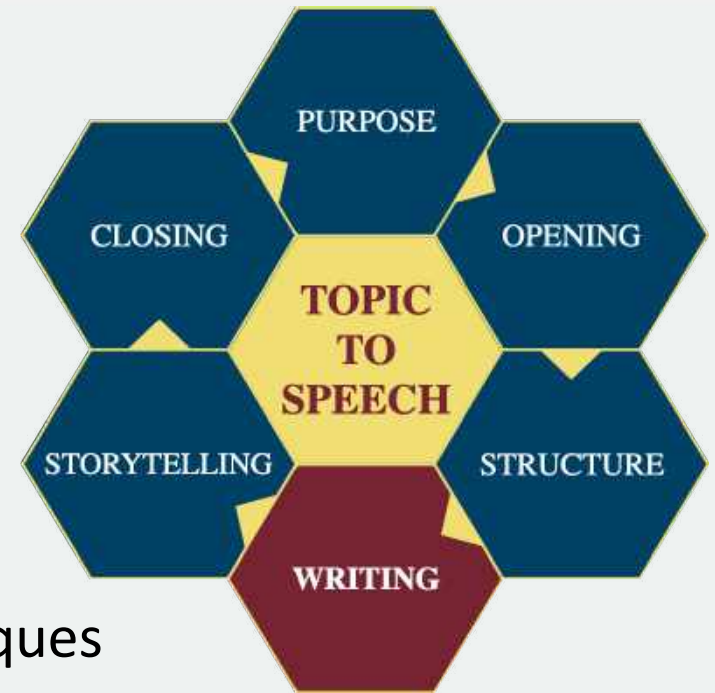
Writing Effectively

"Looking out to Sea", Winslow Homer, 1872

Writing effectively

This module will help you:

- Describe several effective writing techniques
- Select a few writing techniques for your speech



A speech is more than a series of facts

Terri won the race
Dora threw the rock
Sean scored the goal
Rita saved the day
Mike gave the speech
Emily brought the eggs
Greg lost the ring
Quinn rang the bell
Nina sat under the tree
Peter changed the rules

Language forms the core of your speech

- Paint a picture
- Appeal to the other senses
- **Simple words are easy to follow**
- ~~Rudimentary lexicon augments comprehensibility~~
- Active vs passive voice
- Anchor phrases

Aristotle's three modes of persuasion

Ethos

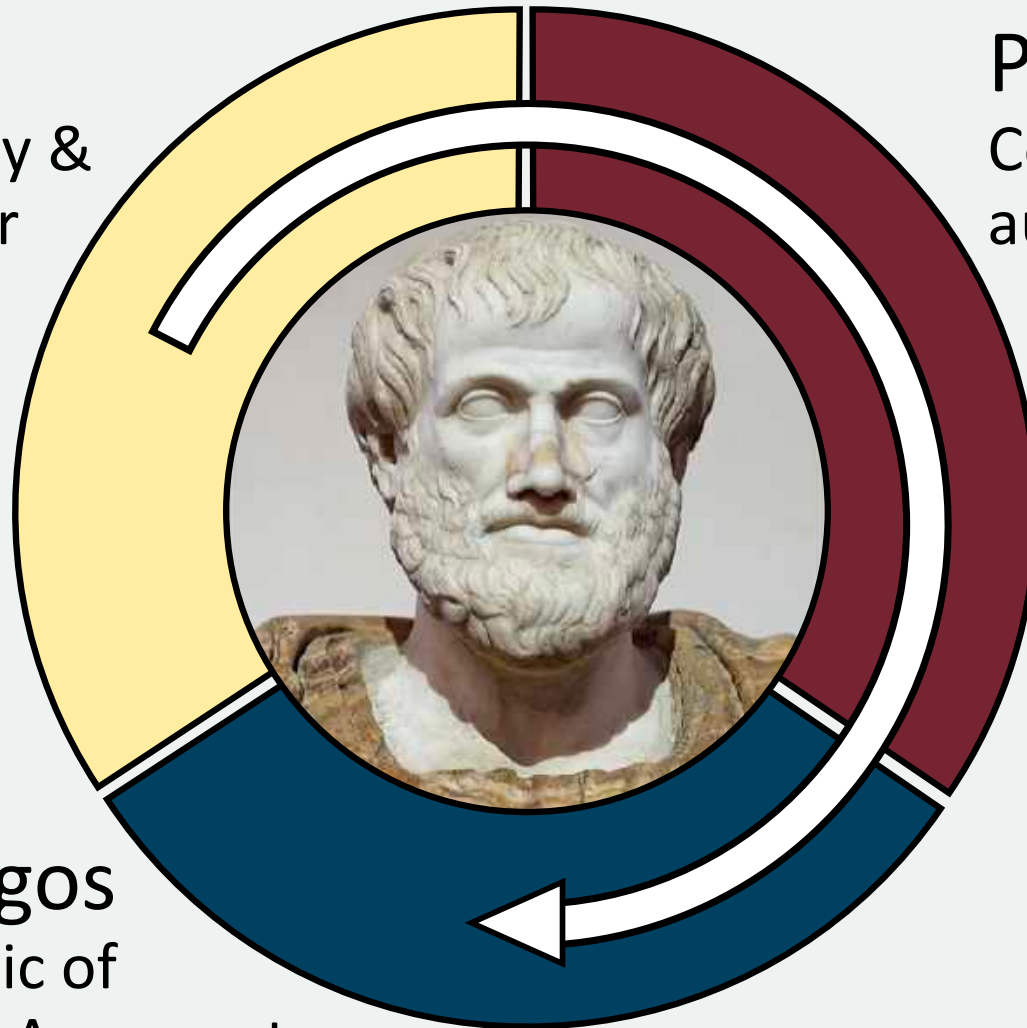
Credibility &
Character

Pathos

Connection to
audience emotions

Logos

Logic of
the Argument

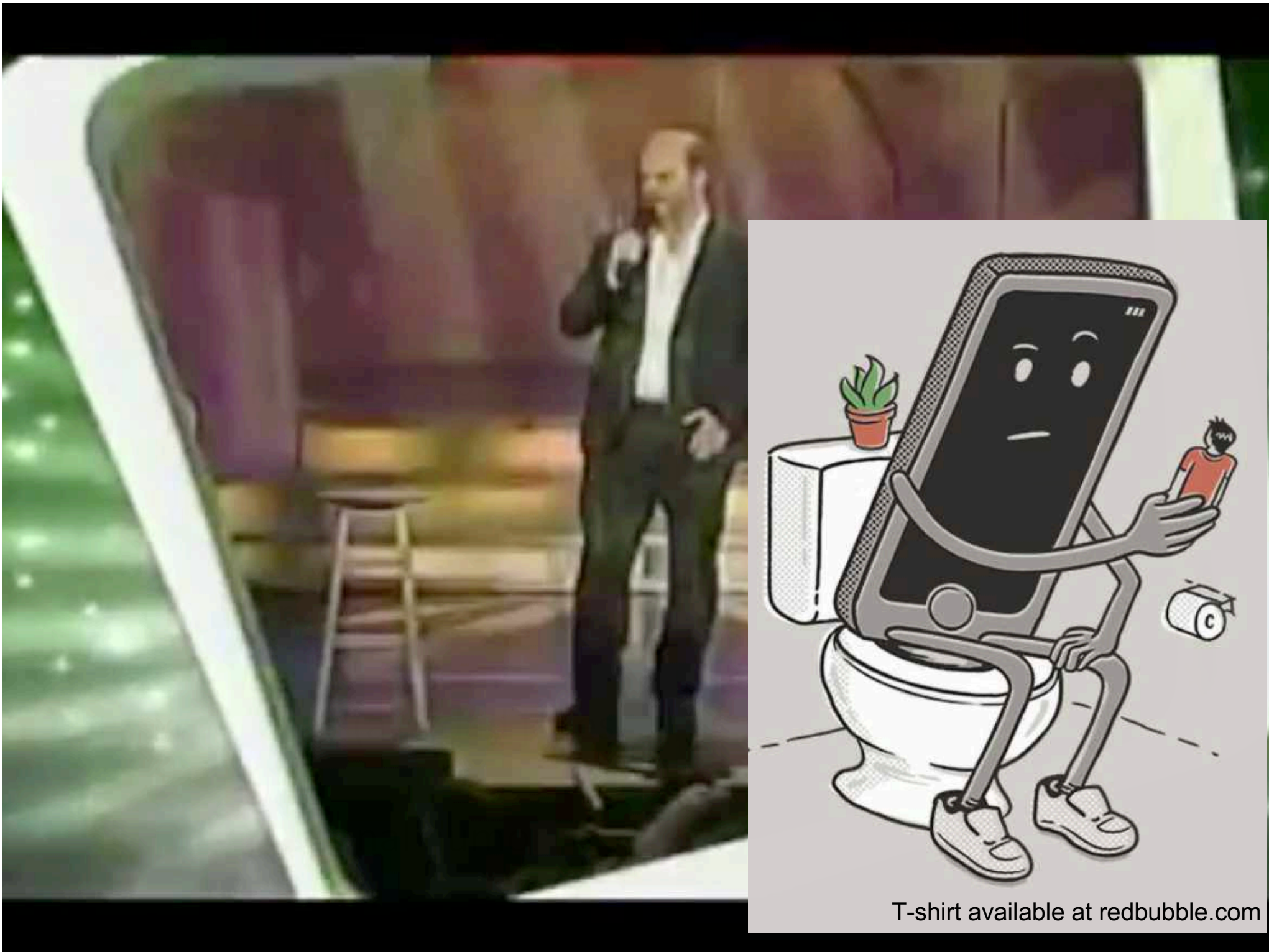


Spice it up with rhetorical devices

- Connect concepts: simile, metaphor and analogy
- Add sound effects: alliteration, assonance, onomatopoeia
- Say it over and over and over: repetition
- Count on triads: the power of three

Activity: Pick a writing technique you can apply

Purpose	On your Module 4 worksheet, review options to include interesting writing into your speech.
Process	In question 4.1, recall the elements you plan to include in your speech: <ol style="list-style-type: none">1. Review the different writing techniques in the list2. Pick one or two that might work well in your speech3. Write out some ideas that would communicate your ideas with flair
Product	One or two writing techniques that will make your speech more interesting to listen to.
Post-activity debrief	Share what techniques you think you can use.



T-shirt available at redbubble.com

Consider Craig Valentine's messages

- Say what you are thinking out loud
- Say what your audience is thinking
- Use present tense and dialog
- Use the rule of 3...or 4
- Create a story file

Choose and deliver humor carefully

- Do it on purpose
- Know your audience
- End the sentence funny. Then pause
- What if no one laughs?

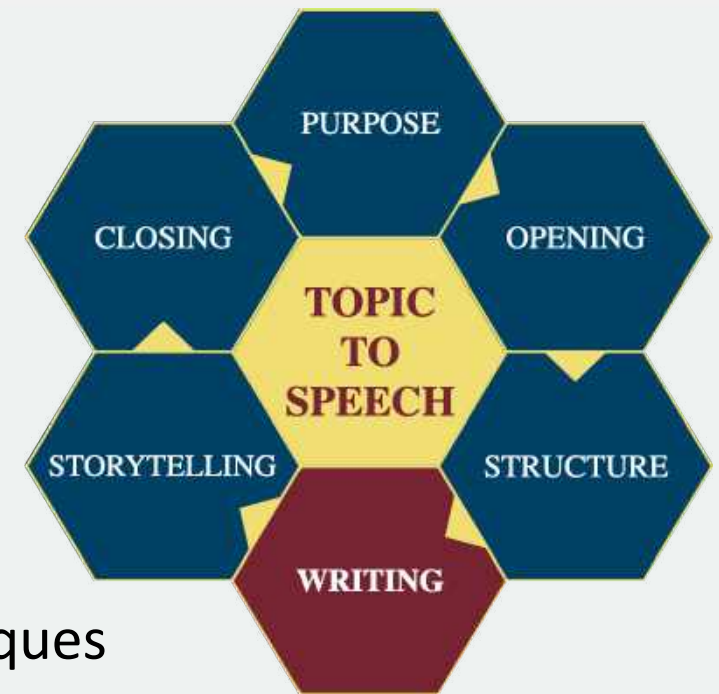
Activity: Find some ideas for humor

Purpose	On your Module 4 worksheet, look for ways to inject some humor into your speech to keep the audience engaged.
Process	In questions 4.2, consider how adding some humor could keep your audience engaged in your speech: <ol style="list-style-type: none">1. Review the techniques listed,2. Write down 2-3 humorous points you could add to your speech that enhance it (hint: stay to your purpose)
Product	Each participant will have a couple of ideas where they might include humor in their speech.
Post-activity debrief	One person from each group will share their ideas and get feedback from the group.

Writing effectively

Reflect on how *you* can:

- Describe several effective writing techniques
- Select a few writing techniques for your speech



...please share one takeaway in the chat

What questions are you sitting on?





“Words mean more than what is set down on paper. It takes the human voice to infuse them with deeper meaning.”

—Maya Angelou
American author/poet



*Photo Courtesy of the
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