

# **HOW TO GRAB YOUR AUDIENCE'S ATTENTION IN YOUR OPENING PARAGRAPH**

**LO: TO IDENTIFY WHAT MAKES AN ENGAGING OPENING  
TO A SPEECH AND TO CREATE THREE OF YOUR OWN**

Last week we looked at the features of a speech and how to start planning an effective speech.

This week we'll focus on the opening lines to your speech and how you can grab your audience's attention.

## NOW IT'S TIME TO PUT THIS INTO PRACTICE...

A good speech is like a pencil; it has to have a point.  
-Author Unknown

Teenagers are stereotyped as "drunken, disorderly and disrespectful". Give a speech to teenagers in your school giving opinions about this view.

*Notice the change of audience here. Teenagers will be the audience when you deliver your own speech for your Spoken Language assessment. Think about your tone and the language you will use.*

Use this table as a template to plan your ideas

Get the audience's attention	
Introduce yourself	
Introduce your speech Make your viewpoint clear Preview your main points	
Plan 3-4 main points that will form the main body (and paragraphs) of your speech.	
Conclude your speech and recap main points	
Think of an effective way to leave your audience with a final message	



**My room is too small for fireworks or a confetti shower  
so you're going to have to use your language skills...**

Hi, my name is Josh and I'm here today to talk to you about the effect of single use plastic on the environment and whether it should be made illegal. In some parts of the world, plastic is now illegal such as Kenya, Seattle and Montreal.

Let me ask you something Year 10. Which is more dangerous : a knife or a plastic bottle? In the UK you can be jailed for 4 years for being found in possession of a knife. If you are found with disposable plastic in Kenya you could be jailed for the same amount of time, or fined £30,000.

"I don't live in Kenya," I hear you say. But is it only a matter of time before plastic becomes illegal in the UK?



Which of the examples above would you choose to open a speech on plastic pollution? Why?

Think back to before Easter when we looked at **AFORREST**. Each of these techniques (or a combination of them) could be used in your opening paragraph to grab the audience's attention.

**RECAP:** What does AFORREST stand for? Give yourself 20 seconds to recall the techniques in the acronym.

- A Anecdote (or story)
- F Facts
- O Opinion
- R Repetition
- R Rhetorical question
- E Emotive language
- S Statistics
- T Three in a row or 'Rule of three'



Which ones were used in the examples from the previous slide?

Read the opening lines of speeches below. What technique, or techniques, can you spot in each?

By the time I finish speaking to you today, 75 people will have died of starvation. According to the charity UNICEF, 15 people across the world die of starvation each minute. That is half of this class every 60 seconds.

Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness, that most frightens us. We ask ourselves: who am I to be brilliant, gorgeous, talented, fabulous? Actually, who are you not to be? You are a child of God.

I'm going to share a secret with you today. I have never spoken to anyone about this, before today, and I am a little ashamed to admit what I am about to tell you.

Who, here, could live without their phone for a full day? I couldn't and I hold my hand up. I'm addicted to my phone. I would hold up both hands but I'm usually too busy scrolling.



**Challenge:**  
How does each one try to grab your attention?

**Banter or bullying :Where do you draw the line?**

**Violent video games encourage violent behaviour**

**The dangers of social media**

**The voting age should be lowered to 16**

**Shakespeare is no longer relevant in the classroom OR  
Why Shakespeare is still relevant today**

**The effects of Covid 19 on the environment**

**Teenage homelessness in the UK**

For each speech topic in the grid, choose an **AFORREST** technique and write the opening lines of a speech.

**Challenge 1:**  
Aim to use a different technique for each topic

**Challenge 2:**  
If you are using facts or statistics, do some research to find accurate information.

**Challenge 3:**  
Use more than one technique in at least one of your openings.

# LAST TASKS FOR TODAY

1. Think about *your* chosen speech topic. Use what you have learned today to write **TWO** different openings to your speech.

Remember to refer to your research as you could include some of it in your opening paragraph.

2. Which one do you think is a better opening? **Why?**

**TIP:** Read both of them to your mum, dad, carer, sister, brother or next door neighbour (from a 2m distance) and see which one they think is most engaging.

