



ENGLISH LANGUAGE EDUCATION

Learning & Teaching Materials on **SOW Motivational Talk Contest –** **WRITING A MOTIVATIONAL SPEECH** (Secondary Level)



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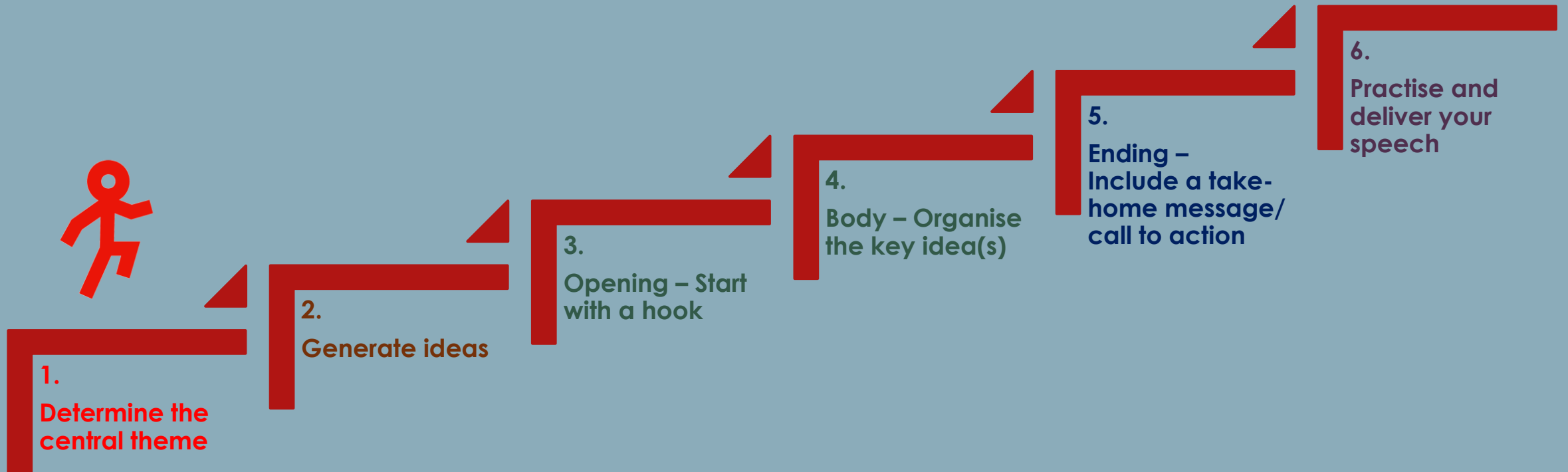
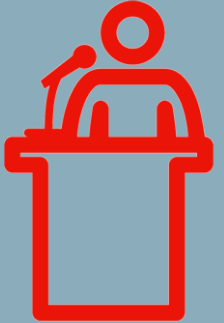
What is a Motivational Speech?

- ▶ A motivational speech is a public speech intended to **encourage** the audience to **reflect** and **inspire** them to take actions to make a change.
- ▶ In the “**SOW Motivational Talk Contest**”, we aim to promote **four positive values** under **an overarching theme**.
- ▶ More information about the competition can be found in https://www.edb.gov.hk/Resources_Moti_Talk



How to Write a Motivational Speech?

- ▶ Developing and giving a speech may seem challenging. Follow these tips and you will be one step closer to standing before a crowd to make your thought-provoking speech.



1. Determining the Central Theme

In the "SOW Motivational Talk Contest", you are required to write a motivational speech based on a **text** (e.g. a book, a film, a poem or the lyrics of a song).

When you choose a text, look for one that matches any of the sub-themes:

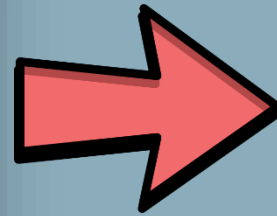
- **Cherishing Life**
- **Empathy**
- **Diligence**
- **Respect for Diversity**



Empathy



**RESPECT
FOR
DIVERSITY**



Under each sub-theme, there are three Sayings of Wisdom (SOW). (Click [here](#) for all the 12 SOW).

Choose one SOW that best echoes the theme of your text.

E.g.



"No pain, no gain."

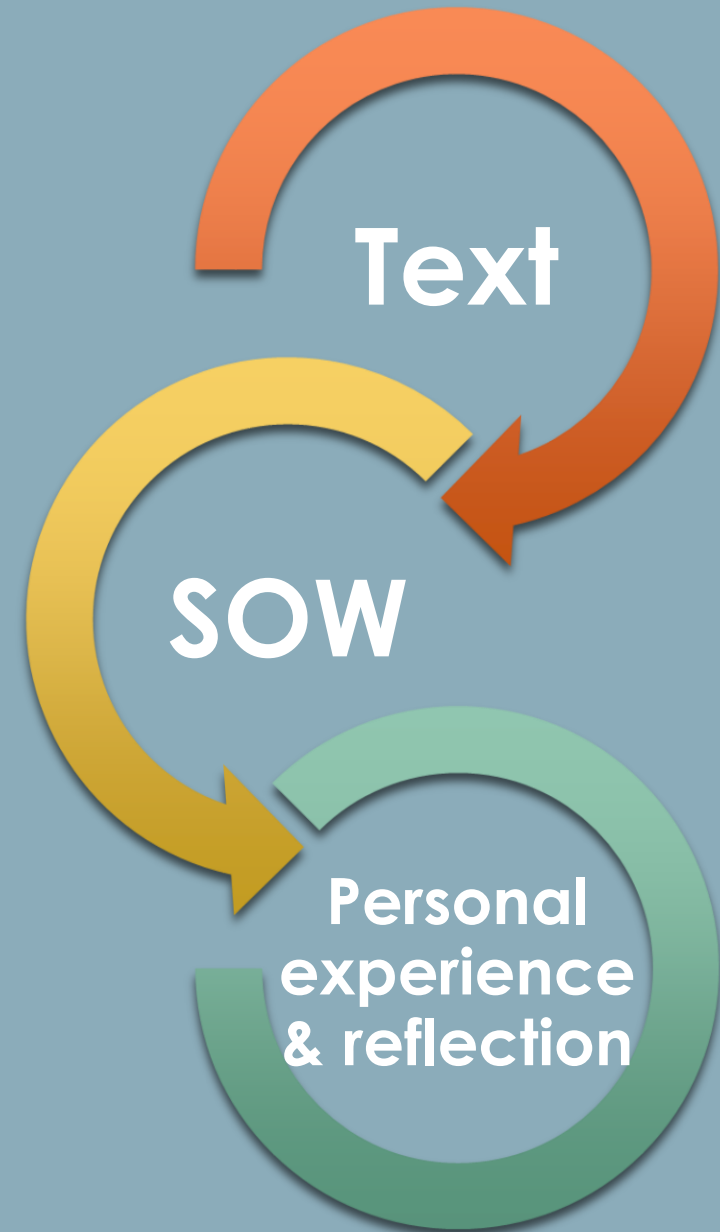
"Diligence is the mother of good luck."

"Great works are performed not by strength but by perseverance."

Or find one from your text. (See Example A on P.2 of the worksheet.)

2. Generating Idea(s)

- When the central theme is determined, you can start generating ideas for your speech.
- The key message(s) you want to share in the speech should be related to the **text**, the **SOW** you have chosen and your **personal experience and reflection**.

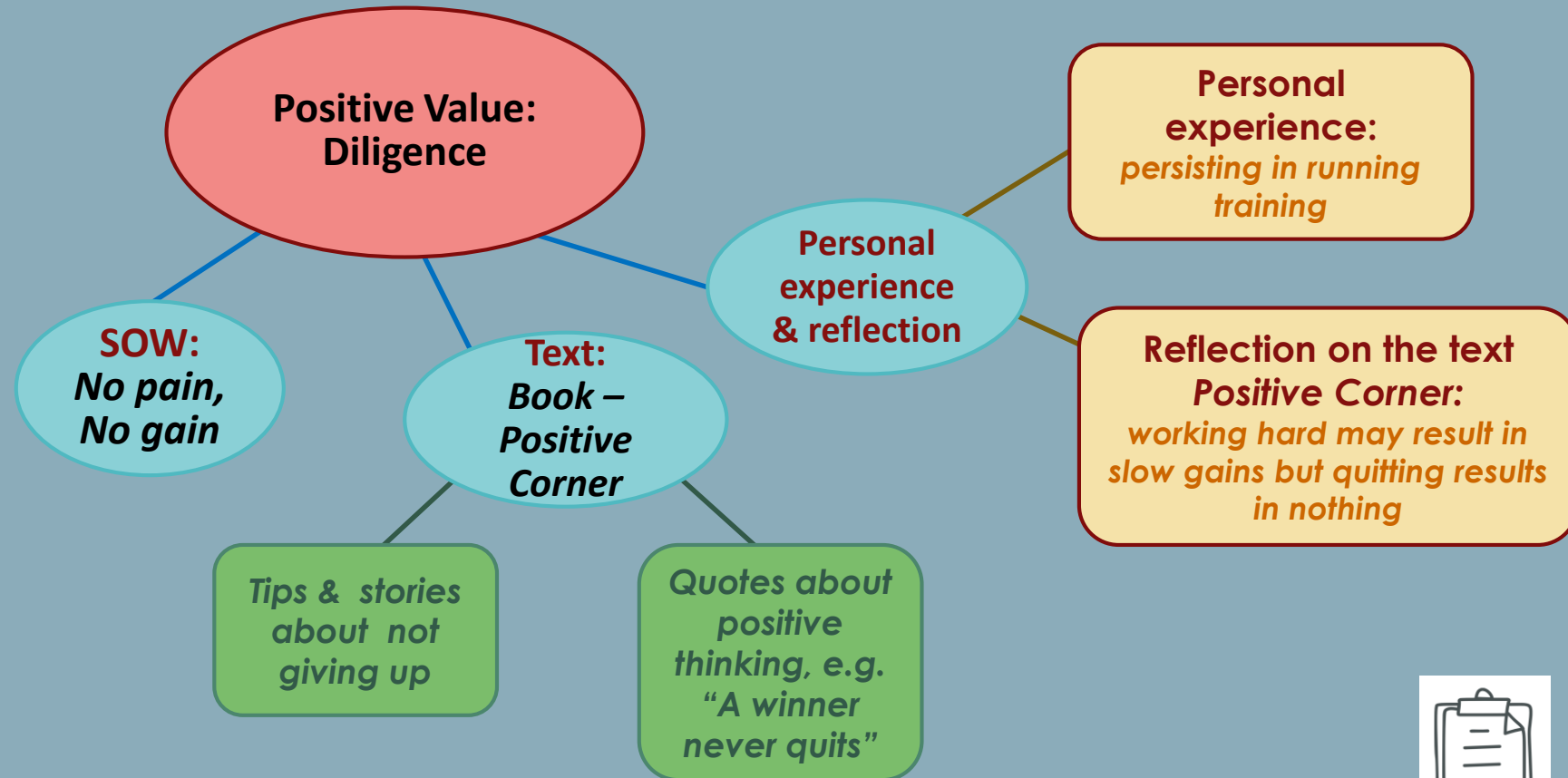


Generating ideas – Using a Mind Map

An Example (Example B on P.2 of the worksheet)

Using a **mind map** can help you organise your thoughts and work out the logical connection between points.

After you have chosen your text, your central theme and SOW, you may use the space provided on P.1 of the worksheet to draw your mind map.



Generating ideas – Structure of a Motivational Speech

With some concrete ideas generated,

you can start researching and drafting your speech!

- ▶ Your speech should include three basic parts:

Part

Purpose

Opening

- To hook the audience
- To introduce the text
- To state the theme

Body

- To introduce the main plot/message of the text
- To relate the **text** and the **positive values (i.e. SOW)** to your **personal experience and reflection**

Ending

- To recap the key message(s)
- To inspire reflection (e.g. by leaving a take-home message through a rhetorical question or the SOW)
- To call to action



3. Opening – Starting with a Hook

First impressions are important. When your key ideas are ready, try to think of a good opening to start your speech. A good opening usually involves a **hook**, which is a **presentation-opening tactic**, to engage the audience and get their attention.

How to hook?

Strategies to hook your audience

1

Ask (a) rhetorical question(s)

2

Use startling statistics

3

Tell a brief anecdote/story related to the theme

4

Quote a meaningful saying

5

Guide the audience to follow your thought process by using “Imagine...” or “What if...”

Strategy 1: Hooking your audience by asking (a) rhetorical question(s)

Rhetorical Questions

Definition	Questions designed to stimulate thoughts without demanding an overt response
Effects	<ul style="list-style-type: none">- Can get the audience involved and think about the speech- May ask a single question or a series of questions, each drawing the audience deeper into the speech
Examples	<p>Do you feel discouraged when failure confronts you?</p> <p>Have you ever felt stressed out about your school work? ^ Do you feel depressed and think that you are the only one facing the problem? ^ Do you feel helpless and want to escape from reality?</p>
Remarks	When asking a series of questions, be sure to pause (^) for a moment after each. This helps to create a dramatic impact and give the question time to sink in.

Strategy 2: Hooking your audience by using startling statistics

Statistics

Definition	Numerical data
Effects	<ul style="list-style-type: none">- Can make your ideas clearer and easier to understand, increase your credibility, and prove your point- Can portray the seriousness of a problem
Example	<p>The number of cyberbullying cases reported in Hong Kong's public-sector primary and secondary schools <u>has almost doubled</u> in the past four years.</p>
Remarks	<ul style="list-style-type: none">- Use statistics judiciously – too many statistics will confuse your audience- Use visual aids (e.g. charts, graphs, maps) to represent statistics- Round off statistics to help your audience understand and retain key statistical information. For instance, “nearly three-fourths” is much easier to remember than “73.8%”.

Strategy 3: Hooking your audience by telling an anecdote related to the theme

An Anecdote

Definition	A brief scene or story taken from personal experience
Effect	Can help set the scene and create emotional connection with the audience
Example	Everything went smoothly until I was promoted to S1. All the lessons, except Chinese Language and Chinese History, were in English. I didn't understand a thing. What the teachers said were all Greek to me! In the first term exam, I failed in almost all the subjects. It was truly a great blow to me and my parents ...
Remarks	Can draw audience into your speech with effective use of pauses , intonation and eye contact .

Strategy 4: Hooking your audience by quoting a meaningful quote



A Quote

Definition	An insightful sentence said or written by someone else, usually a famous person. (SOW are quotes promoting positive values and attitudes.)
Effects	<ul style="list-style-type: none">- Can strengthen your idea(s), echo your thoughts and beliefs- Can enhance your credibility, reassure your audience about your ideas- Can frame your speech with a key message and offer an overview- Can make your message memorable as a quote is usually catchy and concise
Example	Do you feel discouraged when one opportunity doesn't work out? "When one door closes, another opens." Don't worry! Something better may come along shortly.
Remarks	Try to use short quotes in your opening. Lengthy ones may make your speech difficult to follow.

Strategy 5: Guiding the audience to follow your thought process by using “Imagine” or ‘What if’”

	“Imagine ...”	“What if ...”
Effects	Can invite your audience to actively interact with your presentation by picturing what is said	Can invite the audience to follow your thought process
Examples	<u>Imagine</u> going to a new environment in which you knew no one and needed to blend in, how’d you feel?	<u>What if</u> you could shape your own future just as you want it to be?
Remarks	Can be used once, twice or even three times to stimulate audience’s imagination and create an impact on them.	

- ▶ The five strategies can be used together to engage your audience.

E.g. *An anecdote can be followed by a rhetorical question to stimulate thought.*

Your Turn!

It is now your turn to write your own **opening**. Read the samples in the worksheet to look closer how to begin a speech. Write your ideas on P.3 of the worksheet.

4. Body – Organising the Key Idea(s)

The body of your motivational speech is where you elaborate on your key message(s).

In the body paragraph(s), you should:

- introduce the **main plot/message(s)** of the text
- relate the **text** and the **SOW** (positive messages) to your **personal experience and reflection**



Organising the key idea(s)

Before you start developing the key ideas, think about the following questions:

- How many key ideas should be included?

The number of major points you can develop in a speech depends on the **time limit**, the **complexity of the topic**, and the **target audience**. In this contest, you will have **three minutes** for your speech, so **one to two** main points is good enough to make your speech more focused.

- How should I organise the ideas?

Each of the key ideas can be developed using the **“3S” strategy**.



Organising the key idea(s)

State
the idea

- Make your idea clear and concise by using a **topic sentence**.
- OR
- Turn it into a **question**, which you are ready to answer using different types of supporting ideas.

Support
the idea

- Support your idea(s) with:
- definition(s)
 - example(s)
 - comparison(s)
 - statistics

Summarise
the idea

- To wrap up your idea, make your summary **brief** and **memorable**.
- If you introduce your idea as a question, your summary should provide an **answer**.

Your Turn!

- ▶ Now, try to present your message(s) by relating the text and the positive values (**SOW**) to your **personal experience and reflection**. Write your ideas on P.3 of the worksheet.



5. Ending – Including a Take-home Message

- An effective speech ending helps to reinforce your key message and give your speech unity. In the ending, you can:

- summarise the main points of your speech

To wrap up, the three rules that can make our lives happier are ...



- close with a short take-home message (e.g. a **SOW**)



When you are distressed by failures, chin up! “When one door closes, another opens.” Something better may come along shortly.

5. Ending – Including a Call to Action



- The main purpose of a motivational speech is to inspire the audience to make a change in their lives. A “call to action” can suggest what they should do to make such change.
- While your “call to action” and your approach to delivering it may vary according to your audience and your presentation style, there are a few tips for making an effective “call to action”:

Use clear and direct language.

Use an imperative tone.

Suggest a doable action.

Learn to do positive things in your daily life. Think positive thoughts, read positive things and talk positive.



Your Turn!

- ▶ It is time to end your speech. What would you want the audience to take home or start doing? Write your ideas on P.3 of the worksheet.



Polishing Your Speech

Opening – Start with a **hook**



**“3S”
Strategy**

Key Idea 1

State the idea
Support the idea
Summarise the idea



Key Idea 2

State the idea
Support the idea
Summarise the idea



Ending – End with a **take-home message/
call to action**

Spice up your speech with various **writing techniques** and **rhetorical devices**:

Making comparison

- **simile**
- **metaphor**

Repetition for emphasis

- **alliteration**
- **parallelism**



Spicing up your speech with various writing techniques and rhetorical devices

Writing Techniques	Rhetorical Devices	Purposes	Examples
Making Comparison	Simile	A simile or a metaphor helps to create an image that is easier for the audience to understand and respond to.	<i>Our journey in <u>life is like a marathon.</u></i>
	Metaphor		<i>I hope it won't take forever for us to realise that <u>empathy is a superpower.</u></i>
Repetition for Emphasis	Alliteration	Repetition of the initial letter sound helps catch attention of audience.	<i>... a superpower that <u>saves suffering souls, heals hopeless hearts and forges a fruitful future.</u></i>
	Parallelism	By repeating phrases that are similar in language structure, the message becomes more powerful.	<i><u>No effort, no results!</u></i>

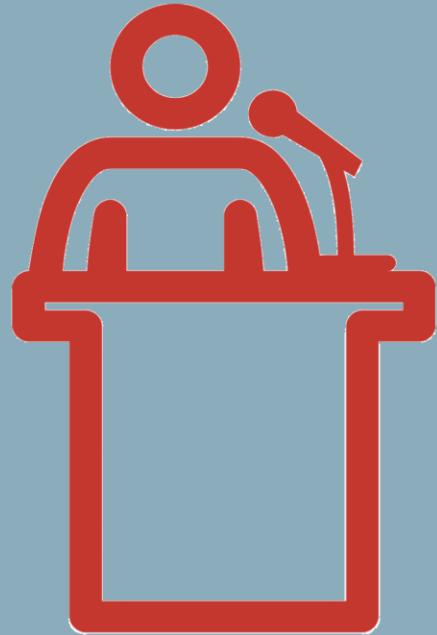


Your Turn!

- ▶ After learning the various **writing techniques** and **rhetorical devices**, polish your speech by rewriting your speech with the skills introduced.

6. Practising and Delivering Your Speech

- Every public speech is a blend of **content** and **delivery**. Sufficient practice helps you deliver an organised, confident, and coherent speech .



- During practice, pay attention to:
 - **Timing**
 - **Fluency**
 - **Vocal delivery**
 - **Physical delivery**

How to Present a Motivational Speech Effectively?

Vocal Delivery –

5Ps



Pace

Vary your speed to help audience understand

Pause

Use breaks effectively to engage the audience

Pitch

Vary your voice to create different tones and convey emotions

Pronunciation

Say words properly with the correct part stressed

Projection

Make your voice clearly heard by the audience

Physical delivery

Appearance/ Costumes

Dress and groom appropriately to evoke a favourable first impression

Posture

Position the body appropriately to reinforce messages

Facial expression

Match the movements of different parts of the face with what is being said

Eye contact

Face the camera to engage the audience

Movement

Use gestures and movements purposefully to arouse interests of the audience

Props/AV aids

Use slides, captions or props effectively to enhance communication



Positive Values & Attitudes	Sayings of Wisdom
I. Cherishing Life	1. A bend in the road is not the end of the road. (Helen Keller)
	2. Nothing in life is to be feared, it is only to be understood. (Marie Curie)
	3. Every man is the architect of his own fortune.
II. Empathy	1. We rise by lifting others. (Robert G. Ingersoll)
	2. Kindness is a gift that everyone can afford to give.
	3. Empathy is seeing with the eyes of another, listening with the ears of another and feeling with the heart of another. (Alfred Adler)
III. Diligence	1. No pain, no gain.
	2. Diligence is the mother of good luck. (Benjamin Franklin)
	3. Great works are performed not by strength but by perseverance. (Samuel Johnson)
IV. Respect for Diversity	1. The essence of beauty is unity in variety. (Felix Mendelssohn)
	2. It takes all sorts to make a world.
	3. Respect for ourselves guides our morals; respect for others guides our manners. (Laurence Sterne)