Ingredients for a Fabulous Speech

1. **Allusion** – referring to a well-known person, event, document, or other thing from history; this shows ethos and logos
2. **Imagery** – vivid, descriptive words that help paint a picture in the readers’ minds; these words appeal to the audience’s five senses: taste, touch, smell, hear, see
3. **Loaded words** – these words have a strong positive or negative connotation; these words reveal the speaker’s opinions and feelings
4. **Repetition**- repeating a word or phrase anywhere within a speech or text.
5. **Rhetorical questions** – asking questions that don’t need to be answered out loud; the answer is understood/known; this is an effective way of engaging your audience and keeping them interested and involved
6. **Alliteration** – repeating the beginning sound in a series of two or more words; this makes a phrase stand out; it gets the attention of readers
7. **Hyperbole** – extreme exaggeration to get the audience’s attention; this emphasizes the importance or seriousness of a situation
8. **Ethos** – show the audience that you, the speaker, are a trustworthy and reliable source; show that you have “done your homework” and you know what you are doing! ☺
9. **Pathos** – showing compassion, care, and concern for your audience, country, and the word; have a heart!
10. **Logos** – have a clear and logical message; support your message with facts, details, and statistics
11. **Bias** – clearly you should be biased in favor of OR against a particular issue/topic/situation