

Text production: Speech (Rede)

Was ist eine Rede und wozu dient diese Anleitung?

Eine Rede ist eine in der Regel im Voraus überlegte, mündliche Mitteilung, die von einem Redner an mehrere Personen (Zuhörerschaft, bei öffentlichen Reden Publikum) gerichtet wird

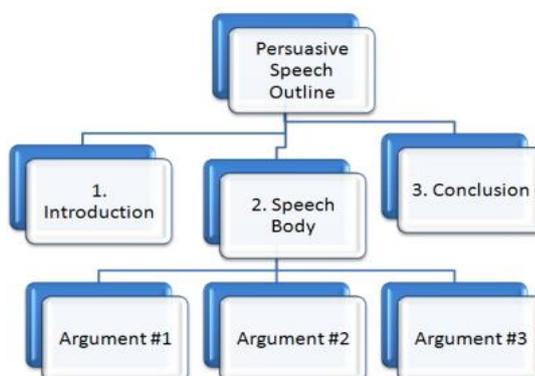
Diese Anleitung hilft dir dabei, eine strukturierte und logische Rede auf Englisch zu schreiben und liefert dir wesentliche Fachtermini, die dazu notwendig sind.

How to proceed:

0. Speech Outline:

Before you go any further you need to know:

- **WHO** you are writing your speech for (the audience)
- **WHAT** your speech is going to be about (its topic)
 - the main points ranked in order of importance with supporting research
- **HOW** long it needs to be e.g. 3 minutes, 5 minutes...



Having an overview or outline will reduce the time and possible stress involved in writing and preparing your speech.

1. Introduction:

- opening greeting and attention-getter
- defining your thesis statement (a summary of what your speech is about)
- establishing your credibility
- an overview and the benefit to the audience

2. Speech Body:

- transition or link between introduction and body
- main ideas with supporting ideas
- examples and details

3. Conclusion:

- summary of main points
- closer or call to action

Useful stylistic devices for a speech:

Alliteration (Alliteration, Stabreim)

Repetition of consonant sounds at the beginning of neighbouring words

Example: O wild west wind, ...;

Full fathoms five thy father lies, ..

Effect: sound device, musical effect

Allusion (Anspielung)

A reference to a famous person or event; may be literary, historical, biblical, ...

Example:

Effect: emphasis, to give credibility, to show off one's education

Anaphora (Anapher)

The same word or expression is repeated at the beginning of 2 or more lines or sentences

Example: Did he smile his work to see?

Did he who made the lamb make thee?

Effect: emphasis

Anticlimax

Often surprising descent from the important to the unimportant, normally in a series of statements

Example: He pawned his life, his watch and his word.

Effect: surprise, humour

Antithesis (Gegenüberstellung zweier Gedanken)

Contrasting statements are balanced against each other.

Example: To err is human, to forgive divine.

Effect: to create emphasis

Assonance (Gleichklang)

The repetition of the same or similar vowel sounds within stressed syllables or neighbouring words

Example: fate and lake

Effect: musical

Asyndeton (unverbundene Reihung von Satzgliedern)

Words are not linked by conjunctions; they are separated only by commas

Example: .. another poster, torn at one corner, flapped fitfully in the wind, ... covering...

Effect: staccato-like

Chiasmus (Überkreuzung)

The syntactic structure is criss-crossed; inversion in second phrase of order in first phrase

Example: to stop too fearful, and too faint to go

Effect: emphasis

Climax

Words are arranged according to the value of their importance; the most important word is the climax.

Example: We strive for the good, aim for the better, and seize the best.

Effect: to increase tension, emphasize importance

Enjambment (Zeilensprung)

A sentence runs across 2 lines

Example: I wandered lonely as a cloud

That floats on high o'er vales and hills

Effect: fluent, flowing

Epipher

Repetition of one or more words at the end of two or more lines or sentences

Example: Whirl your pointed pines,

Splash your great pines

Effect: emphasis (front and end positions are always emphasized)

Euphemism (Euphemismus)

A direct, unpleasant statement is replaced by an indirect, more pleasant one to avoid bluntness.

Example: to put an animal to sleep, instead of: to kill it because it is ill

Effect: to avoid bluntness, to be polite

Hyperbole (Übertreibung)

Example: Sue is extremely rich. She is rolling in money.

I haven't seen you for ages!

Effect: used for exaggeration; to attract the reader's attention; to emphasize statements

Inversion (Umstellung von SPO)

Example: away they fly; up go the windows, out run the people, ...

Effect: to emphasize or dramatize an event

Irony

A meaning is expressed that is the opposite of the intended one.

Example: the noble Brutus

Effect: ridicule; often didactic

Litotes

Understatement, often ironical, expressing an affirmative by the negative of its contrary

Example: she is not stupid (= she is quite clever)

Effect: emphasis

Metaphor

A figure of speech that implies more of a comparison than a direct impression (Without "as" or "like"!!)

Example: You are the wind beneath my wings.

Effect: emphasis; appeals to our imagination; creates a vivid picture in the reader's mind

Metonymy

A word is substituted by another with which it is associated.

Example: crown stands for monarchy

Effect: visual effect

Onomatopoeia (Lautmalerei)

Word whose sound tries to imitate its meaning

Example: hum, buzz, crash, swish, cuckoo

Effect: sound device, creates an especially vivid impression

Oxymoron (scheinbarer Widerspruch)

Two contradictory terms are used together in a phrase.

Example: sweet death; wise fool; cruel love

Effect: provokes thoughts; emphasis

Paradox

A statement which is obviously absurd or contradictory, but has a deeper meaning

Example: The King is dead! Long live the King!

So fair and foul a day I have not seen.

Effect: thought-provoking

Parallelism

Arrangement of phrases, sentences or paragraphs, so that structure and/or meaning are similar; a form of repetition

Example: Cannon to the right of them,

Cannon to the left of them,

Cannon behind them

Volleyed and thundered.

Effect: impresses the reader

Personification (Vermenschlichung)

Attributes a human quality to animals or inanimate things

Example: Justice is blind; dancing daffodils

Effect: to emphasize similarity

Portmanteau word (Kontamination)

Two words are used to form a new one.

Example: breakfast + lunch = brunch

Pun (Wortspiel)

A humorous play on words that sound similar, but have different meanings

Example: These sausages are unidentified frying objects.

Is life worth living? That depends on the liver.

Effect: humour, fun

Repetition (Wiederholung)

Words or phrases are repeated.

Example: water, water everywhere

Effect: to emphasize; can seem monotonous

Rhetorical question

Asked for rhetorical effect, not expecting an answer

Example: A simple child, ... What should it know of death?

Effect: emphasis

Rhyme

Similarity or identity of vowels (several types: end-rhyme, cross-rhyme, embracing rhyme)

Example: In the drinking-well

Which the plumber built her

Aunt Eliza fell,

We must buy a filter.

Effect: musical

Simile (Vergleich mit „like“ oder „as“)

Example: He runs like the wind.

Effect: conveys a vivid picture to the mind by linking up unrelated objects

Syllepsis (Zeugma)

One word modifies or governs others although it fits with only one.

Example: He took leave and his hat.

Effect: comical

Synaesthesia

Words describing different sensations (e.g. colour, smell, vision)

Example: murmuring light; cold colour

Effect: poetic; provokes thoughts; strikes as unusual

Synecdoche

Uses a part of something to refer to the whole

Example: He was sent behind bars (= prison)

Effect: vivid impression

Tautology (synonyme Wortwiederholung)

Superfluous repetition of words that does not clarify a statement

Example: to divide into four quarters

Effect: for emphasis