

## 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*

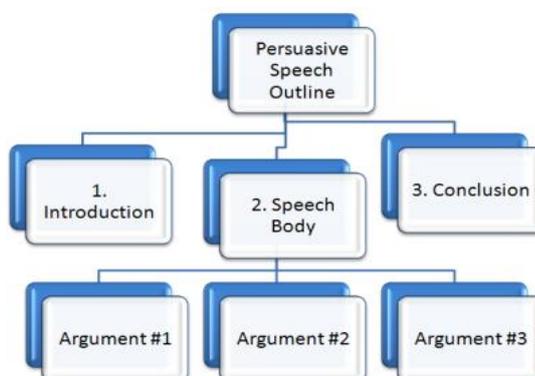
*Diese Anleitung hilft dir dabei, eine strukturierte und logische Rede auf Englisch zu schreiben und liefert dir wesentliche Fachtermini, die dazu notwendig sind.*

### 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