

X-Treme Book Launch Speech (Voice Scripted)

This version of the text has been Voice scripted for greater clarity when reading. Key Speech techniques are highlighted and show how you too can improve your speeches.

Text	Notes
<p>If I were to give you a REAM of blank paper would you think of it as an OPPORTUNITY to write? If I said that I wanted you to read a BILLION Webpages would you FREAK out? Most people would be immediately be put off by such challenges, because they seem like climbing Mount Everest. When I was a child I enjoyed cycling and where I lived everything was flat and I mean really flat, to us a railway bridge was a big hill. If you'd said that when I was 18 I'd be expected to cycle up a 1000 feet everyday it would have seemed insurmountable and yet many people are told of impossible expectations? Rather than be given a guide book as to how to achieve their dreams. That is why I wrote X-Treme Creative Writing and X-Treme Speed Reading.</p>	<p>Exaggeration Rhetorical question Visualization Short story Reason for speech</p>
<p>These two books are written for the digital age where knowledge, application of knowledge and creativity are the keys to success and financial rewards. Let us firstly look at X-treme Speed Reading. Reading is a core skill that we start to learn at school, is absolutely essential at university and demanded in most workplaces.</p>	<p>Triplet Motivator (Money) Extreme Adjective</p>
<p>Most of us learn basic reading skills and can read at the rather sedate speed of about 100 words per minute. People generally don't believe that there are those out there who can read not just a little bit faster than them, but a lot faster. They believe that just by practising the same OLD techniques they will increase their speed. It is as if they do not know about the gear stick in a car and believe that 20 kilometres an hour is an excellent speed. X-Treme Speed Reading explains the other gears in reading</p>	<p>Adjective choice, suggests very slow and leisurely. Popular phrase at the moment, borrowed from Obama Irony</p>

James Abela ELT

Text	Notes
<p>so everybody can benefit and as they learn to read more they will be able to take on the more sophisticated techniques.</p>	
<p>Now Let's have a look at X-Treme Creative Writing. Once somebody has an idea as to how to read, the next step is for them to write and that is where X-Treme Creative Writing comes in. X-Treme Creative Writing is about REMOVING barriers and getting people to write. In fact not just authors benefit from writing skills, these skills are needed in a large number of jobs: scientists, business and sales people, trainers, architects, lawyers, among many others...</p>	<p>Sign posting</p> <p>Machine Gunning</p>
<p>CREATIVITY is key to most well paid jobs. and this is a trend set to continue as PCs become more capable of MUNDANE tasks.</p>	<p>Motivator</p>
<p>My specific aim in this book was to lower the barriers to creative Writing. Not everybody is going to be the next J K Rowling or a full time author, but everybody can write something useful, interesting and something that will enhance their job prospects. Yet many people do not even try...</p>	<p>Name drop</p> <p>Triplet</p>
<p>That is why in this book, jargon has been carefully removed and literary examples come from a plethora of media including: Television, film, computer games, the web and of course books. Once the snobbery has been taken away, a child as young as eight can begin their creative journey...</p>	<p>Vilification (Everybody hates jargon)</p>
<p>Once on the journey we will learn about the three key aims of creative writing: to entertain,</p>	<p>Triplet</p>

James Abela ELT

Text	Notes
<p>to convince and to educate and from there it gives people a framework to work on key areas of writing.</p>	
<p>The book starts with characters, which are essential to any narrative piece and it provides key shortcuts to understanding what makes a good character and how to go about creating somebody with individuality that a reader will want to read about. From there it moves onto the double edged sword of descriptions, locations and colour. These essential elements are described in careful detail with advice on how to handle them in different genres.</p>	<p>Signposting</p> <p>Idiom use</p>
<p>Once you have planned solid characters and locations you are now ready to learn about plots. If you've watched television enough you will not be surprised to hear that relatively few plot devices are really original. Even great writers such as Shakespeare RARELY write entirely original pieces. In fact ROMEO AND JULIET was largely based on Matteo's "GIULIETTA E ROMEO" and Shakespeare didn't even take the trouble to change the Italian city of Verona... X-Treme creative writing introduces you to the majority of basic plot lines and encourages you to MAKE them your own.</p>	<p>Signposting</p> <p>Popular activity</p> <p>Trivia Nugget</p>
<p>These are the basic components of good story writing, but the book also touches on persuasive writing which is often why many good writers want to write. Whether it is Animal Farm or the Crucible in fiction or more straight forward persuasive pieces, being able to PERSUADE your reader of your viewpoint is key to many writers' success and certainly most politicians. The book also covers verse, Rap, Hip hop, short stories</p>	<p>Indirect reference to the recent elections in Malaysia and the current elections in the US.</p>

James Abela ELT

Text	Notes
<p>and finally two of the most daunting of art forms... NOVELS and SCRIPT WRITING.</p>	Capper / Finisher
<p>X-treme Creative Writing does NOT shy away from the online world and shows how even younger writers can get their work published almost instantly and how email has replaced letters as the medium of choice for communicating with pen-pals or should that be keyboard-pals?</p>	Wordplay
<p>For parents and teachers concerned about passing exams, will these books help? Yes the techniques shown in X-Treme Speed Reading will ensure a student's ability to study in a more effective manner when revising, to research more effectively and read more quickly during the exam itself. Essential for SPM 1119, TOEFL iBT, IELTS and MUET.</p>	Localized content
<p>X-Treme Creative Writing will show you how to beat the SPM 1119 exam and other English writing exams, more than that it will help you at work, because you will know how to write in a convincing manner.</p>	Capper / Finisher
<p>These books provide a solid foundation in English reading and writing that will benefit children for life, students in their degrees and adults in their careers. These books embrace the 21st century, enhance key skills and take you to the X-Treme!</p>	<p>Inclining adjectives</p> <p>Capper / Finisher</p>

Techniques Used in Script

- Capper / Finisher – End with a big statement, even if it is exaggerated
- Controversial statement – Encourage people to think about the information
- Extreme Adjective – Makes the phrase stand out
- Inclining adjectives – Start with a normal adjective (important) and then add an extreme adjective (essential).
- Idiom use – Idioms can add flavour to the language.
- Indirect reference – Sometimes a subtle reference can have a deeper meaning. Not everybody in the audience will understand it, but if it is indirect it does not spoil the speech. Those people that do understand it will feel that they have shared a secret with you.
- Irony – Highlight apparent contradictions (Often used for jokes)
- Key Jargon – Give people new words that sound interesting
- Localized Content – Make your speech relevant to the people you are giving it to.
- Machine Gunning – Say a list of nouns quickly to convince people of your point
- Metaphor – Liken an idea to something they are familiar with
- Motivator – What in it for the listener.
- Name drop – People want to hear about celebrities and people they know of.
- Popular activity – Liken your speech to something people like to do.
- Popular phrase – Is familiar and when given a new twist can inject energy into the speech.
- Rhetorical Questions – People will naturally answer questions and this will increase the attention of your audience.
- Short story – People love stories particularly when they have a clear point.
- Signposting – Indicates something important is coming and provides linkage.
- Triplet – Say three things to emphasise a point
- Trivia Nugget – Tell people something interesting that they don't know. a 1 or 2 sentence nugget that people can tell others about.
- Vilification – Make something sound evil (Tone of voice)
- Vocabulary choice – Choose words with the best connotations.
- Visualization – Rather than use dry statistics, give people something that they can picture in their minds.
- Wordplay – It is good play with words and co-locations (Small idioms)

Writing your own speech

Imagine you are launching a book: Firstly think about what type of book it would be and then write a short speech about it.

Teaching Ideas

Speech Writing Techniques

1. Fold the pages of the speech, so that you can not see the techniques (Or choose 1 page)
2. Give students the description of the speech
3. Ask students to match techniques to the highlighted text.

This will help students to understand some of the key techniques used in writing speeches. For further information see Mike Powell's *Presenting In English* available from James Abela's ELT store <http://astore.amazon.co.uk/eltwebsite-21> and all other good bookstores.

James Abela's books are available from his Website: www.jamesabela.co.uk and all good bookstores.