

ISC - APPROPRIATENESS TO SPEECH PURPOSE AND AUDIENCE

THINGS TO CONSIDER - DO'S

- **Purpose – The speech should be drafted keeping the purpose and the audience in perspective**
 - **Different types of Speech Purpose – Informative, Persuasive, Entertaining, Inspirational**
-
- **Language Usage– The language should be simple, authentic, and convincing and should be used to bring in variety, imagery, and rhythm through words. Use triads and metaphors to make the speech powerful.**
- **Sentence Formation – The speech should have a variety of short and long sentences to bring in the engaging style**
- **Conversational Style – The speech should have a blend of dialogues, narrations, and questions to bring characters to life, keep the speech interactive and allow scope for voice modulations**
-
- **Message – The message should be crafted using simple language which can be relatable to the audience**

ISC - APPROPRIATENESS TO SPEECH PURPOSE AND AUDIENCE

THINGS TO AVOID - DON'TS

- **Avoid using jargon in the speech**
 - **Don't use words to differentiate groups of people that might hurt emotions**
 - **Avoid extremely short sentences to not sound choppy**
-