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.

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<tr>
<th>Text</th>
<th>Notes</th>
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<tbody>
<tr>
<td>If I were to give you a <strong>REAM of blank paper</strong> would you think of it as an <strong>OPPORTUNITY</strong> to write?</td>
<td>Exaggeration</td>
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<td>If I said that I wanted you to read a <strong>BILLION</strong> Webpages would you <strong>FREAK</strong> out?</td>
<td>Rhetorical question</td>
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<td>Most people would be immediately be put off by such challenges, because they seem like climbing <strong>Mount Everest</strong>.</td>
<td>Visualization</td>
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<td>When I was a child I enjoyed cycling and where I lived <strong>everything</strong> was flat and I mean <strong>really</strong> flat,</td>
<td>Short story</td>
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<td>to us a <strong>railway bridge</strong> was a <strong>big</strong> hill. If you'd said that when I was 18</td>
<td></td>
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<td>I'd be expected to cycle up a <strong>1000</strong> feet everyday it would have seemed <strong>insurmountable</strong> and yet many people are told of <strong>impossible</strong> expectations?</td>
<td>Reason for speech</td>
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<td>Rather than be given a <strong>guide book</strong> as to how to <strong>achieve</strong> their dreams. That is why I wrote <strong>X-Treme</strong> Creative Writing</td>
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<td>and <strong>X-Treme</strong> Speed Reading.</td>
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<td>These two books are written for the digital age where <strong>knowledge, application</strong> of knowledge and <strong>creativity</strong> are the <strong>keys</strong> to success and <strong>financial rewards</strong>.</td>
<td>Triplet</td>
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<td>Let us firstly look at <strong>X-treme</strong> Speed Reading. <strong>Reading</strong> is a core skill that we start to learn at school, <strong>is absolutely essential</strong> at university and <strong>demanded</strong> in most workplaces.</td>
<td>Motivator (Money)</td>
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<td>Most of us learn basic reading skills and can read at the rather <strong>sedate speed</strong> of about <strong>100 words per minute</strong>.</td>
<td>Extreme Adjective</td>
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<td>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 <strong>same OLD techniques</strong> they will increase their speed.</td>
<td>Adjective choice, suggests very slow and leisurely.</td>
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<td>It is as if they do not know about the gear stick in a car and believe that <strong>20 kilometres an hour</strong> is an excellent speed. <strong>X-Treme</strong> Speed Reading explains the other gears in reading.</td>
<td>Popular phrase at the moment, borrowed from Obama, Irony.</td>
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and takes us **from GEAR 1 TO GEAR 5!**

The first difficulty is that people often pick up some **bad** habits. So let us have a look at a few of these habits and how they could be affecting your reading speed.

### READING OUT LOUD

Many children’s reading abilities are tested by **reading out loud** and this is fine. If we want to test a child’s ability to pronounce the words, but it does **not** test comprehension and worse it can leave a nasty side-effect:

**SUB-VOCALISATION**, the voice inside people’s heads. If you can hear that voice as you read, then I am afraid your **FERRARI** of a brain is being kept in gear 1.

### USING YOUR HANDS,

Some of us were **told NOT** to use our hands when reading, so we were expected to **track** our reading by **simply** looking at the page. Your hands are a great **metronome** and can not only keep track of where you are but also encourage you to speed up your reading.

Once these problems have been highlighted **X-Treme** Speed Reading then shows us the techniques to improve reading from **basic** reading techniques such as:

- Skimming,
- scanning
- and hand techniques through to more **sophisticated** speed reading techniques such as **chunking** and **comprehension** speed challenges.

Once you have mastered the basics the book takes you further into reading for **research**, reading for **memorisation** and finally how to read **information on the Internet**.

One of the key **differences** between this and other books is that it takes into consideration **people** who do not use English as their first language and the techniques have been **carefully** graded according to vocabulary.
so everybody can benefit
and as they learn to read more
they will be able to take on the more sophisticated techniques.

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...

CREATIVITY is key to most well paid jobs.
and this is a trend set to continue
as PCs become more capable of MUNDANE tasks.

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...

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...

Once on the journey
we will learn about the three key aims of creative writing:
to entertain,
to convince and to educate
and from there it gives people
a framework
to work on key areas of writing.

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.
The **essential** elements are described in **careful** detail
with advice on how to handle them in different **genres**.

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.

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

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<td>Signposting Popular activity Trivia Nugget</td>
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<td>Indirect reference to the recent elections in Malaysia and the current elections in the US</td>
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More great resources at: http://www.jamesabela.co.uk
and finally two of the most daunting of art forms.... NOVELS and SCRIPT WRITING.

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?

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.

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.

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!
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 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](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](http://www.jamesabela.co.uk) and all good bookstores.